

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

9
ocf
CONSUMER FACTS

Monday, January 6, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, this is your information time. Every _____ at _____, Station _____ broadcasts Consumer Facts, the official report from the Consumers' Counsel of the Agricultural Adjustment Administration, in cooperation with the United States Department of Agriculture.

--ooOoo--

Today's consumer report from the Consumers' Counsel in the Agricultural Adjustment Administration brings you information on the holiday bowl of nuts. Probably all through these past holidays, Christmas and New Year's, you had a bowl of nuts around, with a nutcracker or two and a few nutpicks all ready for festive nibbling. Now, our report tells you just all about those nuts and how, in many cases, they did more than just provide a pastime.

In the first place, the Department of Agriculture states that the pecan crop this year breaks all previous records. The walnut crop is way above average and the total production of walnuts, pecans, almonds and filberts is 90 percent more than last year. Peanuts, too, are a record breaker crop. Besides that, the wild nuts we used to gather in the woods add to this stupendous total of nuts -- black walnuts, hickory nuts, butternuts, hazel nuts, beechnuts and pine nuts that grow wild. Add all those nuts to the walnuts, pecans, almonds and filberts -- and you've got some nuts, I'd say.

Not only that, says our report, there are still the various kinds we import from abroad -- chestnuts, Brazil nuts, cashews and pistachios.



Most everybody can remember when some of those nuts just mentioned were even more a strictly holiday subject than they are today -- they were too big a luxury to have on ordinary days. They're still considered semi-luxury products, our report tells us, but of course they're much more common market commodities. Nowadays, they're important enough to boast their own specialized nut shops, besides all the other places where you might expect them to be sold.

However, our report goes on, nuts aren't really just a luxury, if you consider their food values. The Bureau of Home Economics says that all nuts are nutritious, but they do vary considerably in food values. But they may not be exactly what they're cracked up to be by food faddists who attempt to live on nuts alone. But the hikers and people starting out on long strenuous expeditions who take a big supply of nuts along, find them valuable because they have such concentrated fuel value -- most of them contain a great deal of fat, clear up to 70 percent or more in pecans. And then they have protein, too -- and it's good quality protein.

The fat, of course, means that they give energy -- but don't let the presence of protein lead you to believe that you can make nuts a substitute for meat, and milk, and eggs. The nutritionists advise using nuts as a supplementary protein food, rather than a substitute. That's because you'd have to eat a lot of nuts to get enough protein and since they have so much fat, you'd get all that fat too.

But the experts tell us not to underestimate the virtues of nuts just because of that. If they haven't been blanched, they rate as good sources of iron -- especially almonds, walnuts and hickories. And all of them in general have a lot of phosphorus, and some of them rank as fair sources of calcium.

So then it seems that fat and protein and minerals are the high points in food value of nuts. One other thing, too, add the experts: while nuts

aren't especially important for their vitamin content, still a few of them are fair sources of vitamin A, and all of them have good amounts of vitamin B. So that adds some more to the list of their nutritive strong points.

From this analysis, specialists say it's best not to combine them with foods that are rich in fat -- it's good to use them as an accent with a bland or contrasting flavor, -- in breads, for instance, and confections, and salads and stuffings. English walnuts are very popular for that type of use.

Speaking of English walnuts, our report goes on to say that they're not a native nut. The first plantings here were made in 1860. But you know they aren't really English walnuts -- they're Persian, but before we grew them here they came to us by way of England, so that's how they got their name. The pecan, on the other hand, is native American. They grow abundantly in the South Central States westward into Oklahoma and Texas, and are widely cultivated eastward along the Gulf and to the Atlantic, especially in Georgia, Mississippi, Alabama, and Florida.

Getting down to practical questions, our report gives us some concrete information on a question that has probably entered the minds of most consumers. That's about whether or not it pays to buy nuts shelled, -- in other words, would you get more for your money if you bought them in the natural state and shelled them yourself. Because, of course, ready-shelled nuts always cost a lot more per pound than unshelled ones, the natural conclusion would be that you could save money by paying the lower price for nuts in their shells.

But here are some rather surprising figures from the Bureau of Agricultural Economics on that point:

First, for walnuts -- the Bureau says that one pound of the shelled walnuts will equal almost 2 and a half pounds unshelled. That is to say, you have to buy just about 1 and a half pounds of shell with every pound of walnut

meats. Now, to see just what that does to the difference in price, using prices on shelled and unshelled walnuts from one Washington store. Of course, prices in other cities or other stores might vary but here's how it worked out with this one set of prices.

Walnuts already shelled were 85 cents a pound, and with their shells on they were 35 cents a pound. The figures from the Bureau of Agricultural Economics show that it takes 2.38 pounds unshelled to yield a pound of nut meats, so at 35 cents, you'd pay 83 and a fraction cents for enough nuts to shell out to one pound of nut meats. And if you bought that pound already shelled it would cost 85 cents -- just one and a half cents more.

The almond is another nut that the same calculations were furnished for. The Bureau of Agricultural Economics says it takes 3 and one-third pounds of almonds with the shells on, to yield a pound of almond nut meats. And this is how they work out as to price: At the same Washington store where the experts got their prices, shelled almonds cost 95 cents a pound. In the shell, almonds sell for 38 cents a pound. So 3 and one-third pounds of unshelled almonds -- which would give you one pound shelled -- would cost \$1.27, while you could buy a pound already shelled at 95 cents. So you actually save 32 cents by passing up the heavy labor.

Prices weren't available in this same store for both the shelled and unshelled filberts, says our report. But the Bureau of Agricultural Economics says that it takes about 2 and a quarter pounds unshelled to yield a pound shelled -- so if consumers who are interested in figuring that out, can get the prices from their grocer, they can find out just what -- if any -- their savings would be.

The Bureau of Agricultural Economics has just recently been doing some work on pecans in this connection and they say that pecans vary a great deal because of variety. The experts say that seedlings are the original type of pecans, and all other varieties are grouped under the classification of improved varieties. These improved varieties are usually sold by the name of paper-shell, but strictly speaking, that isn't their name at all.

Now, it seems that one pound of unshelled seedlings will yield about 38 percent kernels, while the improved varieties will give you about 45 to 60 percent kernels from a pound unshelled. An improved variety called Stuart will give you 45 percent kernels; the Schley, a high quality improved variety furnishes 60 percent kernels. So, according to those figures, it would take a little over two pounds of the Stuart variety to yield a pound of kernels, and not quite two pounds of the Schley for a pound of nutmeats.

Our report closes with the observation that half the fun of the holiday bowl of nuts is the cracking. So, really these comparative figures ought to be most important when you are considering using a half-pound or pound of nuts at a time and wanted them shelled at a certain time.

That's the end of our report for today.

--ooOoo--

CLOSING ANNOUNCEMENT: We sent you this report as it came to us from the office of the Consumers' Counsel of the Agricultural Adjustment Administration. Each _____ we bring you this official consumer report direct from the Consumers' Counsel office in cooperation with the United States Department of Agriculture.

#####

9
3cf
CONSUMER FACTS

Monday, January 13, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, this is your information time. Every _____
at _____, Station _____ broadcasts Consumer Facts, the official report
from the Consumers' Counsel of the Agricultural Adjustment Administration, in
cooperation with the United States Department of Agriculture.

--ooOoo--

This week, our report from the Consumers' Counsel office of the
Agricultural Adjustment Administration brings us reports of some New Year's
resolutions consumers have made. From the resolving consumer's point of view,
our report reviews some of the highlights of the past year's Consumer Facts,
and tells you some of the things that will bring you better consumption services
during the next year.

Some of the letters which have come in response to radio programs of
the past year are from consumers who got such help from various programs that
they wanted to tell us that the official tips have made them decide to follow
them. So we're going to read a few of those letters and review the information
that prompted them.

Here's the first letter, which came in response to an egg broadcast
last spring:

"I can't tell you what your broadcast on eggs meant to my egg-
conscious family. They not only like eggs but they like them
good. And when I learned from your talk about Government
grades and how you could buy eggs under those grades, I immed-
iately began buying them that way. Now, we know what we're
buying in the way of eggs, and we have no disappointments."

Our report reminds us that in the egg broadcast we told about the special food values of eggs -- iron, and Vitamin D and Vitamin A. And they mentioned the fact that consumer prejudice against cold storage eggs hasn't much foundation in fact these days, because under modern refrigeration methods, there's no reason why a cold storage egg should not taste every bit as delicious as any fresh one you could find on the market. You know storage eggs are eligible for Government grading the same as any others, with the one stipulation that the two top grades, U. S. Special and U. S. Extra be marked "cold storage." Next below U. S. Extra, you may remember, is U. S. Standard.

Eggs sold under the Government seal as U. S. Standard must also have a label on the carton saying "Retail Grade B". So the consumer will be sure to know what she's getting. The other way around -- the eggs certified as U. S. Extra may be labeled Grade A and U. S. Special may be labeled U. S. Grade AA, too, but they don't have to be so labeled.

Now for the next letter:

"Thank you for your excellent information on orange buying. I've already started to buy bigger quantities of oranges which I have already tested for quality and I have proved that I can get more orange juice into the family's diet with less strain on the budget."

Reviewing that broadcast, our report repeats the news that cup-for-cup, orange juice yields, on the average, about twice as much Vitamin C as the juice from fresh, well-ripened tomatoes. And that one orange or one-half grapefruit supplied our minimum Vitamin C requirements for one day. Right now, too, is orange time. They're at their cheapest and most plentiful peak.

In a way, the next letter rather hinges on this last one -- it's from a consumer who says that she has firmly resolved to buy foods as seasonally as possible, and that way she'll buy them as cheaply as possible. Our report remarks that that consumer probably has the fruit and vegetable calendars out

of the CONSUMERS' GUIDE hanging up in her kitchen. And speaking of the CONSUMERS' GUIDE, consumers who would like to have it, may get it by writing to the Consumers' Counsel of the Agricultural Adjustment Administration, Washington, and asking to be put on the mailing list. It will come to you free every two weeks.

The next letter is from a consumer who listened to the program last winter about vitamins and how to get them into the budget.

The letter reads:

"You told us how to get vitamins into the budget and I'm making use of it all the time now, with what I think is success. I wish that every consumer and housewife could have that help with supplying these important food values that are at once the hardest to come by and the easiest to overlook."

So, our report, to give that consumer her wish, reviews the high points of that broadcast. The first part of the experts' advice on the subject of getting your vitamins into the budget, was to buy foods as unprocessed as possible -- that is, as nearly as possible in their natural form, like brown rice instead of polished rice and so on. That way you get extra dividends of vitamin value in the same food.

Then the next point was to eat as many of your fruits and vegetables raw as possible. Also, the specialists tell us not to overcook and not to cook vegetables with soda. And lastly, the experts advise using as many as possible of the foods that are good for various different values all at once, such as egg yolks. Some of the other vitamin repeaters are liver and brains and spinach, turnip greens, milk, cheese, and so on.

An enthusiastic letter came from a consumer who profited from the program on tomatoes last June. She said that she learned a great deal from it and was glad to know that orange juice could be alternated with tomatoes in the

diet -- in the correct quantity, of course, adds our report. As we said when we were discussing oranges, the nutritionists tell us that, in general, it takes about 2 cups of tomato juice to give us the Vitamin C value of a cup of orange juice. And it's Vitamin C that keeps our teeth in top form and besides that, if we don't get enough Vitamin C we may feel tired all the time, lose appetite, and also weight --. That program, too, told what season was the cheapest for tomatoes -- the good old summer time is the season of high supply and low price for tomatoes. That's important for those resolving consumers who are interested in buying seasonally. But our report reminds us that the can of tomatoes is the vitamin-budgeter's friend.

The next resolution is about storing. The main points of the storing business, our report recalls, were first of all that it pays some folks to store some foods, and other foods it pays other folks to buy in small quantities. In other words, if you're a farmer and grow a lot of vegetables and fruits, it's wise to store all kinds that are at all storable. But if you live in a kitchenette apartment and buy everything you use, it's not so practical to attempt to do much storing, except of course, you could usually find room for a peck of potatoes or your share of a half-crate of oranges.

The next thing to remember about storage is that space, and the type of space, determine whether or not storage is economy. But for a family living in a house with a basement and attic, it seems that the foods which could be stored advantageously are oranges and apples and potatoes and onions, and perhaps if you happened to be able to stock them cheaply when they are in season you might add some pumpkins and squash. The best place for the onions is the attic, and the basement could be used for the others, placing them in the most appropriate places as far as temperature was concerned.

Here's what the experts say about temperature: Roughly, oranges thrive best in cool storage but above 32 degrees. And the colder the storage room the longer apples will keep that crisp quality we like. Of course, no fruits or vegetables should be allowed to freeze. Potatoes should stay above 40 degrees and about 60 degrees is what the technical people call the "optimum" temperature for storing potatoes. As for storing onions, it's best not to have storage temperature too high but if the storage place is warm, that doesn't matter so much if it's dry. That's why the onions can go in the attic.

That's all the consumer resolutions for 1936 that we'll have time for today, but these letters and the brief reviews of previous programs ought to make us realize that as far as consumer resolutions go, it's better late than never.

--ooOoo--

CLOSING ANNOUNCEMENT: We sent you this report as it came to us from the office of the Consumers' Counsel of the Agricultural Adjustment Administration. Each _____ we bring you this official consumer report direct from the Consumers' Counsel office in cooperation with the United States Department of Agriculture.

#####

CONSUMER FACTS

Monday, January 20, 1936
U. S. Department of Agriculture

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, this is your information time. Every _____ at _____, Station _____ broadcasts Consumer Facts, a report from the United States Department of Agriculture.

--ooOoo--

This week's report from the Bureau of Home Economics of the Department of Agriculture brings tips on making wise selections at the white goods sales, and information on stocking your linen closet with sound values for the years to come.

Presuming that the most important item in the consumer's linen closet is the item of sheets, and that the first thing consumers want to know is just what constitutes good quality in sheets, textile experts in the Bureau of Home Economics say that sheet quality, like quality in lots of other things, is all relative.

No doubt, of course, everybody wants sheets that will wear as long as possible. Then we would all like them to protect the mattress, be comfortable to sleep on and help make a good looking bed. But we might not all agree on which of these qualities is the most important to us. One family might prefer looks, and another family might have to put the stress on long wear and take a chance on appearance.

The first step in determining which sheets are best for your individual purposes, advise the experts, is to ask the clerk to show an example of each of the various classes of sheets -- not brands, or sizes or anything like that. When they said classes, they have in mind five general classifications: 3 muslins -- a light, a medium, and a heavy weight muslin. Besides those, if your clerk knows his sheet classes he will show you what he calls a percale sheet, one with small even yarns very closely woven together and he will tell you that the yarns have been made of cotton combed out so that they are very smooth. And in between the light weight muslin and the percale he will put what he calls a "fine count." You will see right away that there are not as many threads in this sheet as in the percale but it is not as heavy as the muslin sheets.

Now you have them lined up together, you can decide for yourself which class meets your needs. The specialists tell us that if we want beauty and a smooth feel, we're likely to decide we're in the "percale" class. If your sheets must stand a lot of wear, you will no doubt prefer the heavy muslin. And then there are the three "in-betweens" for you to compromise on if you are not an extremist either way.

Now you're ready to look for the detailed differences in quality between the various sheets within the class you choose. The textile experts admit that it isn't possible for anyone to judge fabrics accurately just by looking at them. You must read the labels attached to the sheets. These should give you definite facts about the qualities of each one, so that you can compare them.

Of course, an ideal label doesn't appear on every sheet. But if it did, the ideal sheet label would carry a great deal of information. First, of course, it should have the brand name and the name and address of the manufacturer. And then it ought to go on and tell the breaking strength and the number of threads the sheet has, both warp-wise and filling-wise.

Third, the percentage of finishing materials in the fabric should be included. Fourth, the ideal label would tell the weight in ounces per square yard. And last, the label should tell the torn size of the sheet before hemming and whether it is a "first" or "second".

Now in case some of those technical terms are too heavy for you, here's how the home economists translate them. First, there was the breaking strength of warp and filling. That means the number of pounds that it takes to break the fabric by a certain method used in textile laboratories. Incidentally, the warp threads run length-wise and the filling threads are the crosswise ones.

People particularly interested in sheets that will wear, usually buy muslin sheets. Uncle Sam does, too -- for use in Government hospital and other institutions where they will get hard wear -- and the Federal specifications state that none will be purchased having a breaking strength of less than 70 pounds in the warp and in the filling. Notice that this is the minimum.

And the minimum thread count called for in the Federal specifications is 74 threads in the warp and 66 in the filling. The minimum weight is 4.6 ounces per square yard.

To be sure that all listeners understand what the "thread count" of a sheet is, the official translation is that thread count means the number of threads to the inch each way. A thread count of 68 by 72 means the sheet was woven with 68 threads to the inch lengthwise and 72 threads crosswise. The first number always refers to the warp or lengthwise threads. A "64-square" would mean there were 64 threads each way.

Now, as for the explanation of the requirement about finishing material on an ideal label. Most people know this by "sizing" but when an excessive amount is used, you will hear it called "loading." Our official advisors say that all these terms refer to the starch and other materials added to make the

fabric look nice and smooth. This is all right so long as only a little is used. If the label reads "pure finish," you can expect that the sheet will carry a minimum amount of sizing. This is less than 2 percent. Often, good sheets have less than 1 percent of sizing but a poor quality sheet sometimes carries sizing up to 30 percent. And when you wash it, thirty percent of the weight of your sheet you have paid for goes down the drainpipe -- so that's why textile experts advise sheets that are labeled "pure finish."

The next piece of information that should be on the label, according to our report from the Bureau of Home Economics in the Department of Agriculture, is the weight in ounces per square yard of fabric. That could vary from 3 to 5 ounces. As for the best weight, that depends on your preferences. If the sheets are too heavy, and too tightly woven, and too tightly twisted, the sheet is likely to have a harsh texture and be hard to launder. A light weight sheet with a high count of fine smooth yarns may give your family satisfactory wear and be easy to launder. If the sheet is light weight but has a low count, it will wash easily but be sleazy. Besides, it will wrinkle easily and not wear so long. Taking into consideration all the factors, including economy, a medium-heavy muslin may often be the best buy. When I say this, I am thinking of your laundry method, too. If you do your laundry at home with a washing-machine it doesn't matter so much whether the material is the easiest to launder. But when you have your washing done by the pound, light, high-count sheets are more likely to be economical.

The next thing mentioned for an ideal label was "torn size before hemming." Whether they're ideal or not, labels almost always give the size before hemming. But it's important to know in addition to the size, whether the unhemmed sheet was torn or cut from the original bolt of materials. If the sheet was torn, it will always be straight of the goods. But if it was cut, it may surprise you with its true shape after laundering. You can tell whether the sheet is

torn or cut by examining the hem. If the stitching follows one thread the whole way across, then it's OK, but if it detours from one thread line, the sheet was cut, so beware.

And the last thing that ought to be on the perfect label is the information whether the sheet is a "first" or a "second." A "second" is the same as an "irregular", and both terms refer to sheets that have noticeable defects in the yarn and the weave. If the defect is not a serious one, it might be a bargain at a low price, but examine irregulars thoroughly all over so you'll know just what chances you're taking on durability. The trick is to watch out for unfamiliar brand names, since some firms that make well-advertised brands of sheets sell their seconds under another brand name.

Remember, warns our report, that the above requirements are the ideal label, and if the label on the sheet you're buying doesn't tell you those things, ask the sales people. If the salespeople don't know, there are still ways left open for you. For instance, there is a simple test that shows up extreme cases of sizing trouble. All you do is rub a piece of the material between your fingers over something dark and notice whether any white powder falls out. And you can hold the sheet to the light, and see whether the spaces between the threads seem filled with starch. Holding the sheet to the light is a good trick anyway, say the experts, to get an idea of the evenness of the threads, and the number to the inch each way.

--ooOoo--

CLOSING ANNOUNCEMENT: That ends today's CONSUMER FACTS, which Station _____ broadcasts each _____ at _____ in cooperation with the United States Department of Agriculture.

#####

CONSUMER FACTS

Monday, January 27, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

OPENING ANNOUNCEMENT: Here we are with our CONSUMER FACTS, special official bulletin on consumer problems sent to us by the United States Department of Agriculture. Each _____ at _____ Station _____ broadcasts this consumer information in cooperation with the United States Department of Agriculture.

--ooOoo--

Today's consumer report is the third chapter in the story of cheese. Twice before we have had reports on this question of choosing among the various cheeses for food pleasure and nutrition.

Looking back over the first chapter, we had official information on cheese in general, and how many different kinds of cheese experiences were waiting for those consumers who liked to take advantage of the concentrated food value of cheese, but had not tried many kinds. The idea of these broadcasts is to open doors to all the different kinds of cheese, or at least to the main types consumers can buy here in America. Last time our report divided cheeses into three classifications -- the soft, the semi-hard, and the hard. The cheeses our correspondents covered in that broadcast were the soft kinds of cheese that we eat fresh -- cottage cheese, and cream and Neufchatel; and the mold-ripened soft ones -- Camembert, Brie, etc. And then our report was on the point of stepping over into the category of bacteria-ripened soft cheeses. They include d'Isigny, Liederkranz, Limburger, etc.

Beginning today where they left off last time, the experts say that d'Isigny is not a French cheese at all, but an example of Franco-nomenclature. Sometimes these d'Isigny cheeses are mistakenly labeled Brie, though they do not have the characteristics of the French Brie cheese, which is a good deal like Camembert.

After saying what d'Isigny is not like, the cheese experts say it's hard to say what it is like. That's because there are so many of it! The name covers a multitude of varieties. You'll find brands of d'Isigny on the market made from every grade of milk, from separator-skim to whole milk. And they'll be in every form from the "Kosher" kinds that are eaten entirely fresh, to brands ripened to the point where they're almost like Limburger; then again there are d'Isignies much like Port du Salut. The cheese connoisseurs recommend using cheese in this whole group -- d'Isigny, Liederkranz and Limburger -- in a meal where they have to compete with other high-flavored foods which would submerge a more delicate flavored cheese entirely.

Liederkranz is really the private brand of one factory in America and is made by a patented process. But it's become so famous that it's more or less set a style of cheese making and become a type name. Official description of the regular original Liederkranz is that it's soft like Camembert, very completely ripened, and made in rectangular blocks that weigh about 4 ounces. It's apparently made of whole milk because it analyzes out at 25 percent fat and 17 percent protein, and 55 percent water -- just about half as fattening as cream cheese. Comparing Liederkranz with Limburger, Limburger varies a good deal, but the average seems to have less moisture content and a little more fat and more protein to the pound than Liederkranz.

Limburger, say the experts, is a whole milk cheese, too, according to the usual process by which it is made. For those who have been frightened away from this cheese by its odor, the technical people say that they have a surprise coming, because it tastes remarkably mild and delicate compared with the way it smells. And as for the popular idea that a cheese with an odor like Limburger's must have been made by some insanitary process, experts assure us the very opposite is true. Limburger cheese is usually made in small factories that are clean as a whistle. Since small factories buy milk from only a few farmers, they can easily make sure of a clean milk supply.

According to our expert information, your rectangle of Limburger should be symmetrical, not lopsided or bulgy, and the rind should not be cracked or broken. Then when you have opened your cheese, you should find a body that is uniform right through from the outside to the center. If the center is hard and lighter colored, while the outside is soft and buttery, that means the cheese has not completely cured. The cheeses are shipped from the factory when they're eight or ten weeks old. But they have to be treated very carefully because when they're through curing they must be kept at that point and further ripening checked. Cold storage has made it possible to find Limburger in most markets the year around. Americans have a right to be proud of their domestic Limburger. Of course, it's named after the town of Limburg in Belgium, where it was originally made, but we make it so well in America -- particularly in New York State and Wisconsin, that we import practically no Limburger any more at all.

That finishes the group of soft cheese ripened by bacteria, leaving one sometimes classed in that group and sometimes put in the next group of semi-hard cheeses ripened by bacteria. That cheese is Munster and it'll make a good

transition cheese between the soft and the semi-hard. The only trouble is that Munster is such a transitional cheese that the only way it can be described is by saying that it is half-way between Limburger and Brick, in practically every characteristic, including flavor.

Going on to Brick cheese, our report says that the name has no relation to its texture because by the time you get it there should be nothing brick-like about that texture. But when it's first made and put on the curing shelf, brick cheese is harsh and hard. But as it cures, the texture becomes mellow and smooth. It may be the shape of the cheese that gives it its name -- about 10 inches long by 5 inches wide by 3 inches deep. Or it may be the color of the outside, which turns from whitish to reddish brown during the curing process, which takes from four to six weeks. After the cheese has been on the shelves for that long, it gets wrapped in waxed paper and boxed. As for telling good Brick cheese, the experts say that you judge something by the shape. The sides should be well squared up, not bulged. The texture should be mellow and smooth without any holes and when you rub it between your fingers the experts say it should break down like cold butter. And the color should be uniform, and of course it should be not too salty, not too wet, or too dry.

As for flavor, the official way to describe the flavor is to say it varies one way or another from a midway point between Limburger and American, or Cheddar, as the experts call it. As a matter of fact, the only way the experts have of describing the flavor of a cheese is by comparing it with another cheese. You have to set certain points of known flavor and place your cheese in relation to them.

Port Du Salut is a close relation of Brick and it might also be described as a gentler cousin of Limburger. Originally Port du Salut was made by the Trappist Monks in their monasteries in France. Then the Trappist Fathers in Quebec started making it under the name of their community -- Oka.

But it's no longer a religious secret and we can get it in both countries from factories independent of any religious connection. It takes quite a special method covering about six weeks to make it well -- very tricky. Official tips for recognizing a good piece of Port du Salut or Oka cheese apply only after the cheese has been cut. The cut surface of Port du Salut is creamy in color, and may or may not have small holes in it. It should be soft enough to spread easily under pressure, but not soft enough to lose its shape in handling.

The next group of cheeses is the whole category of semi-hard cheeses ripened by mold. Included in this group are Roquefort, Stilton, and Gorgonzola. But our report leaves those until some future time when our correspondent promises to give us the fourth chapter in this story of cheese.

That's all we have time for today but we'll all be looking forward to that next chapter.

--ooOoo--

CLOSING ANNOUNCEMENT: That's the end of today's CONSUMER FACTS from the United States Department of Agriculture which Station _____ broadcasts each _____ at _____, in cooperation with the United States Department of Agriculture.

#####



1304
CONSUMER FACTS

Monday, February 3, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

OPENING ANNOUNCEMENT: Here we are with our CONSUMER FACTS, special official bulletin on consumer problems sent to us by the Department of Agriculture.

Each _____ at _____ Station _____ broadcasts this consumer information in cooperation with the United States Department of Agriculture.

--ooOoo--

Today's report brings answers to some of the recent consumer questions that have come in to the Department of Agriculture. Our bulletin answers these questions with official information from experts in the Department.

First question is from a consumer in Wisconsin; who wrote:

"I was sitting at the dinner table last night next to a sausage manufacturer. He told me that of some 40 sausage-making plants in my city, only three were government-inspected; that even the local sausage plants of some of the large packers were not government-inspected."

She went on to say:

"This certainly was a revelation to me, and afterwards I found that the rest of the people were as much astonished as I."

She asked:

"Can you tell me how I can be sure when I am getting sausage that has been government-inspected?"

According to our bulletin, that consumer heard the truth. Not all sausage is Government-inspected. The law is that all meat made in plants which sell in interstate commerce must be inspected by Federal meat inspectors. There are two ways you can tell, says our report. One is by the round purple inspection mark on the product. The other is an inspection legend on the label.



Some States, our report tells us, have inspection laws of their own that cover plants that only sell in their own State. And some cities also have local meat-inspection forces. We can find out whether your State or city is protected that way by calling our local health department or writing to our State Department of Agriculture.

The Federal meat inspection, of course, is a guarantee that the meat that goes into the sausage is all good edible meat. But it goes further than that. For instance, if it contains cereal, vegetable starch, starchy vegetable flour, dried milk, or dried skim milk, in amounts up to 3-1/2 percent, it can still be called sausage, but it must bear the label "cereal added" or "dried skim milk added", etc., to fit the facts. But if there is more than 3-1/2 percent of any of these substances, the products cannot be labeled as "sausage", but must be marked "imitation".

Water content, says our report, is another factor in sausage that is checked on by Federal inspection. Cooked sausage can have water up to 10 percent, but uncooked sausage can have only 3 percent. If it has more, again it's to be called "imitation sausage". Our bulletin cautions, though, to remember that these rules are only for sausage that's made in Government-inspected factories. Another thing we want to keep clear on is that we've only been talking about the specifications that apply to regular meat inspection, not quality grading.

Speaking of grading, official figures show that the biggest increase in meat grading during 1935 over 1934 was in sausage and ground meats. In October, 1935, Government graders graded a third more meat than in October the year before, and three quarter million pounds more than the very month before -- September, 1935. To put it in figures, they graded almost 30 million pounds

pounds of meat in October 1935. This increase has been steady over the last few years. In the first ten months of 1935, 262 million pounds were graded. Even though this figure was not for a whole year, it was half again as much as the whole year of 1931.

The problem posed by the next consumer letter is how to pick size of pillow cases. The technical people in the Bureau of Home Economics give these tips. The sizes you see in the store for pillow cases, like sheets, are size before hemming. So they say to measure the length of the pillow you want to fit and add a few inches more to take care of the hem and the extra length you need to get full coverage. Length is the smaller number of the two you see on the label. In the words of the experts, a 42 inch x 36 inch pillow case would be 36 inches long before hemming. The 42 would mean 42 inches right around the pillow front and back. So to decide the width, measure your pillow right around its circumference, and then add 2 inches for margin, because if your pillow is too snug a fit in its case, it doesn't make for such soft sleeping, and besides, it wears out sooner. Speaking of wearing out, another tip from the Home Economics experts is to buy pillow cases made of tubing, so that you can rip out the end and turn them so that the crease is in a different place and the wear falls on a different part.

Here's a letter on bathtowels:

"With a large and vigorous family all trained to the daily shower habit,"

she writes,

"I find the bathtowel shelves of my linen closet represent a real drain on the budget. Have you any help for a lady who started something expensive when she instilled into her household that cleanliness was next to godliness?"

First tip from the Bureau of Home Economics in answer to this letter is to fit the size to the purpose. It takes a very big towel to please some bathers, but if you draw the line as low as you can you save on original cost -- and on laundry costs, too, if you pay your laundry bills by the pound.. A 24 by 48 towel is on the edge of the luxury size. Certainly anything bigger than that is a luxury. And the 22 by 44 is big enough to keep most people happy. The Bureau suggests specifically that you're actually doing children a favor when you economize by giving them the smaller sizes -- the 16 by 30 or the 18 by 36 sizes.

The textile experts make a point too about borders. Take into consideration the amount of border you're paying for. Sometimes the border isn't made of Terry cloth at all, and even though the outside measurements of the towel are 24 by 48, the border may subtract several inches from its working length. As to durability, they say you want to look over your towel carefully and see if each loop in the pile is anchored securely in a good firm foundation fabric.

Then they speak of selvages too. They say you should look well to your selvage to see if all the threads are bound in. If you see any loose threads along the edge you may have your doubts, because there's where those young and vigorous bathers give towels their worst punishment.

The next letter is a timely question for the season of fruit center-pieces:

"How can I get off the 'bluestone' and other poisonous sprays on grapes and apples I buy?"

this consumer asks;

"Water doesn't seem to dissolve them."

According to our report, the Food and Drug Administration in guarding the interstate shipments of fruit, works under a rule this year prohibiting amounts of spray residue in excess of 18 one-thousandths of a grain of lead per pound of fruit, and 1 one-hundredths of a grain of arsenic. That doesn't cover fruit that's shipped within the State, but most large commercial growers and shippers do see to it that all the product can meet Federal inspection so that it can be shipped to any market. The consumer is right, according to the experts, in saying that water doesn't get the spray off. The growers or sellers wash the fruit in a chemical bath to remove spray residue. There's no method feasible for the average home consumer. The only thing a consumer can do to keep from eating fruit with too much spray residue on it is to keep from buying it in the first place. One rule is not to buy fruit that has a generally dirty appearance. Sometimes there are splashes of spray deposit showing, white or bluish splotches as if the fruit had been dipped in muddy water and allowed to dry.

But here's an important distinction for the consumer who is buying grapes. Don't get this dirty or splotched appearance mixed up with the natural "bloom" of grapes which gives them a waxy sort of surface. If you have ever met up with the real thing in the way of suspicious dirtiness you wouldn't get the two mixed up. And as for apples, a good tip from the fruit experts is to peel the stem and the bloom ends, because that's where the spray would stick if any stayed on.

That's all we have time for today.

--ooOoo--

CLOSING ANNOUNCEMENT: That's the end of today's CONSUMER FACTS from the Department of Agriculture which Station _____ broadcasts each _____ at _____ in cooperation with the United States Department of Agriculture.

#####



RECEIVED

CONSUMER FACTS

Monday, February 10, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, this is your information time. Every _____
at _____, Station _____ broadcasts Consumer Facts, the official
report from the United States Department of Agriculture.

--ooOoo--

This week's report from the Department of Agriculture brings information on cabbage, which, according to our bulletin, wins in winter. And what it's winning is not the scorn and opprobrium of other days, but popularity. Since people have learned about diet and nutrition, they're getting more and more respect for cabbage. And why cabbage wins in winter is that wintertime puts a premium on the kind of food values cabbage provides, and more cabbage comes to market this time of year than any other.

Of course, says our report, in many markets you can get almost all vegetables the year round, but some are more plentiful, and therefore cheaper, than others. According to the charts in the Consumers' Guide, quite a lot of turnips are still coming to market now, though not in quite such big supplies as they did in the Fall, and carrots are a dependable standby as usual. Spinach is doing very nicely too, and so is kale, and also onions and snap beans and cauliflower. Of course, none of these vegetables are likely to be as cheap. While cabbage is always low priced, when it's at the top of its supplies it's probably lowest in price.

As for food value of cabbage, continues our bulletin, cabbage ranks as an "excellent" source of Vitamin C, just as orange juice does. That's the vitamin that the scientists call "the tooth nutrition" vitamin. Vitamin C is the one the nutrition specialists value cabbage for -- chiefly, because this Vitamin C most often comes in foods that are likely to get crowded out of the budget because of their expense. Another reason why nutritionists stress the fact that cabbage has Vitamin C is because that's the vitamin that must be supplied fresh every day. You can't lay up your Vitamin C against a rainy day.

But that's not the only claim cabbage has to a place on your menu. It's also a good source of Vitamins B and G, and probably some kinds of cabbage have Vitamin A as well. Vitamin B, remember, is the appetite vitamin, the one that helps prevent our getting lackadaisical and touchy. And Vitamin G is the one we've read about in connection with the prevention of pellagra, although probably that is not all that Vitamin G does. Vitamin A is the one that wards off certain types of infection.

Now, explains our report, their reason for saying that some kinds of cabbage may have Vitamin A is this: that in the round white solidly packed late cabbage that we often get on the market, particularly in the fall, it is pretty well established that there is no appreciable amount of Vitamin A. But the scientists have found that there is a correlation between green-ness and Vitamin A. It would be logical to suppose that the greener the cabbage the more Vitamin A, judging by the example of lettuce. The studies of lettuce they've made in the Bureau of Home Economics show that the outer dark green leaves of lettuce are 30 to 40 times as rich in Vitamin A as the inside white leaves. Incidentally, our report says that red cabbage, unlike green cabbage, is no richer in Vitamin A than white cabbage. There's apparently no correlation between Vitamin A and red color -- only green and yellow and orange are pointers to Vitamin A.

Since there are green sorts of cabbage on the market, consumers could keep that nutrition point in mind when they're picking out their cabbages. Nowadays we start getting "new" cabbages from Florida. That's just the beginning of a steady stream of the early green cabbage that keeps coming right up to August.

According to our report, Vitamin G too seems to go up and down with the green color, though not so far up and down as Vitamin A. Green lettuce came out just about twice as high in Vitamin G as white lettuce. And the color green seems to point to richness in iron content too.

Of course, our report goes on, you won't get quite the same values if you cook cabbage. That's why our nutrition specialists are so urgent about this matter of using vegetables raw. In cooking, most foods take a big loss in Vitamins B, C and G. Besides that, their valuable mineral salts dissolve out into the water they're cooked in, and if you throw that water away you're throwing away much of the mineral value for which you've so carefully budgeted. Cabbage makes such good salads that it's a "natural" for eating raw.

But since we sometimes want to eat it cooked, here're the Bureau of Home Economics rules for cooking cabbage to preserve as many of its values as possible. The first rule is no soda. Soda keeps the pretty green color but it throws away good Vitamins B, C and G.

The next rule is, the shorter cooking the better. The third is the less water the better. The Bureau recommends a dish they call "five-minute cabbage", which is shredded cabbage cooked in just enough water to last the five minutes, so that you have no mineral-rich water to pour off when you're through.

Going even farther and recommending not using any water at all, the Bureau suggests "panned cabbage". It seems you just shred the cabbage and cook it in its own steam in a shallow pan under a cover without adding any water, just until it's wilted a little. Then you add melted butter or bacon or salt-pork drippings, or maybe a few bits of crisp bacon or salt pork.

In case cabbage is getting too appetizing, our report skips ahead to some statistics. The Bureau of Home Economics has records of an experiment done on cabbage to see how much Vitamin C was lost in cooking. It seems that the first few minutes there was very little loss of Vitamin C, but at the end of half an hour the vitamin potency was cut down by almost half. But even cabbage cooked as long as 30 minutes is more than four times as potent in Vitamin C as cabbage cooked an hour and a half. And at the end of two hours there's hardly enough Vitamin C left to count.

As for selecting good cabbage in the market, the experts say that different rules apply to picking out your "new" early green cabbage than apply to other cabbages. Those pointed green ones can be looser-leaves and not so firmly headed as the round solid late ones, which apparently should be compact and fairly heavy for their size. The defects to look out for are worm injury, decay, yellowing of the leaves, and burst heads. If these defects are bad you shouldn't buy the cabbage, but if they're slight you can trim out the bad parts and use the rest. Of course, yellow leaves may point to a cabbage that's not so good as it used to be, or has been injured in some way. It may give you more waste than you bargain for. You want to look, too, to see whether some of the outer leaves are not actually attached to the stem but just holding on to the cabbage by the folded leaves. That may mean cabbage that's too strong flavored and too coarse in texture when it's cooked. And the experts say too that the soft or puffy head even though it's eatable is not the last word in cabbage quality.

Incidentally, the records of shipments show that we're eating more cabbage than we used to. By 1929 we were eating enough cabbage to give us a figure of 44 thousand carloads shipped. That's just straight carloads of cabbage and doesn't include truck shipments or the cabbages that were shipped in carloads of mixed vegetables, which would add quite a bit to the figure. Since they figure a carload at about 24,000 pounds, 44,000 carloads would be well over a billion pounds. So that gave us about 8 pounds of cabbage apiece for that year, not counting the ones out of our own garden or the ones that traveled by truck to local markets, or the ones in mixed carloads of vegetables.

During the depression, cabbage consumption went down, along with the consumption of other green vegetables. It dropped six thousand carloads in 1930, then another 10 thousand in 1932, and three thousand more in 1933, cutting the shipments almost in half in four years. But the experts say that cabbage has staged a comeback a little earlier than the more expensive vegetables. In 1934 it showed a jump of 10 thousand carloads over 1933, leaving our last figure at a total of somewhat over 35 thousand carloads including 1200 carloads bought and given to people on relief.

That's the end of today's report.

--ooOoo--

CLOSING ANNOUNCEMENT: We sent you this report as it came to us from the Department of Agriculture. Each _____ we bring you this official consumer report direct from the United States Department of Agriculture.

#####

304
CONSUMER FACTS

Monday, February 17, 1936.

(FOR BROADCAST USE ONLY)

Speaking Time: 10 Minutes.

ANNOUNCEMENT: Consumers, this is your information time. Every _____
at _____ Station _____ broadcasts Consumer Facts, the official
report to consumers from the United States Department of Agriculture.

* * *

This week's report got its inspiration from a letter that came to the attention of our Washington correspondent from a busy woman whose work as a field officer of the Pennsylvania Farm Bureau had taken her into many homes in many communities. Here's what the letter said:

"Strange things are coming to pass in America. There is an under-swell current of power gathering strength such as I have never seen, and even those who are not directly affiliated are becoming more aware of its possibilities."

I am reading the letter that gave our Washington correspondent the idea for our report today. It goes on:

"I am referring to the Consumer Cooperative movement. I have been on the sidelines in various state, regional, and national meetings lately -- representing some 1,800,000 shareholders -- and to say that I am tremendously impressed is saying very little of what I feel."

That's the letter that started our Washington correspondent off on a quest for information about what is happening in the field of consumer cooperatives.

The first fact that came to light in this quest, according to our report, was the magnitude of the subject. This consumer cooperative movement in the one year of 1934 meant business that amounted to 20 billion dollars. There were 250 thousand separate societies, with at least 100 million members in the world. That's just to give you an idea what you're up against when you start in dealing with a subject like that.

But before we go any further, there's a question a good many of us would like to ask to start off with: "What is a consumers' cooperative?"

The answer to that is not necessarily so simple, because there are a good many types of cooperatives, but our correspondent gives us a definition that holds good for all of them: 'A Consumers' Cooperative is a group of people organized to supply themselves with goods and services. The members of the group themselves put up the necessary capital, and the organization is run according to a certain set of fundamental principles.'

It is these principles, of course, that distinguish a cooperative from a regular private business.

One main difference is that the size of a member's investment does not give one member more control of the management than any other. Each member of a cooperative has one vote, regardless of how much money he puts into the enterprise.

Another difference is that the purpose and the effect of a consumers' cooperative is to reduce the cost to the user of goods and services. While the people who invest the capital get a fixed rate of interest for the use of their money, the profit does not go to the members as shareholders, but goes in the form of 'patronage dividends' to members who have bought goods through the cooperative -- and it goes to them in exact proportion to their purchases.

In other words, it's just returning part of the purchase price to the people who buy the goods. Some of us might want to ask at this point: "Why not charge less for it in the first place?"

Well, our correspondent's answer is that some cooperatives do operate on this 'cost-plus' basis. But experience has shown that it's safer to charge the prevailing local price of the merchandise, partly to avoid price wars with other stores, and partly to steer on the safe side financially, to be sure to have enough to cover running expenses and interest charges.

Another principle is to allow men and women to have equal rights as members. Then there must be regular and frequent meetings when the members can discuss the association's business and offer suggestions for improvement. Also, the account books of cooperatives are open to all members and are audited and checked at definite intervals.

These principles, according to our report, grew out of years of experience all over the world. But you might say they crystallized out of the original broad concepts on which the Rochdale cooperative was founded.

I think the story of the beginning of the cooperative movement is worth stopping here a minute to tell.

It was back in 1844 that a group of 28 flannel weavers in the town of Rochdale, in England, got together to free themselves from the difficulty in which they found themselves. Working at the trade of producing flannel they could not make their work supply them with sufficient of the necessities and comforts for good living. So they put their few shillings together and started buying their food cooperatively and turning their savings back to the purchasers at the end of the year. From that little store/grew a movement that last year was a billion dollar business in England alone, with savings of \$125 million a year going back into the pockets of the members. In 1934 about 12 percent of the retail trade of Great Britain was carried on by cooperatives.

The federated stores went on to creating their own wholesale warehouse, did their own importing, and went on from there to manufacturing. They sell in huge department stores that can compete with any department stores anywhere.

But of course, that's England. We could go on giving impressive figures about other countries that have gone in for cooperation in a big way. In the Scandianavian countries a tremendous proportion of the business done in the country is done by cooperatives, and you read marvelous tales of the standard of living of the people.

But what about the situation here in America?

Well, according to our report, we have about 7 thousand consumers' cooperatives here in this country. That's one rather conservative estimate. Some people put it up as high as 10 thousand. Of these, about 1500 societies actually operate stores. According to my figures, they did a business of over 300 million dollars in 1934.

Now those figures, though they don't sound so small, don't include farmers' purchasing cooperatives. Farmers purchasing cooperatives make up an additional 1100 associations. Then there are 600 to 800 oil buying associations, mostly among farmers. Then besides that there are about 900 groups of people who provide themselves housing, restaurant, bakery, milk supply, insurance, telephone service, medical care, and other services.

Then credit unions would properly come under the head of consumer cooperatives too. After all, a credit union is a group of consumers who want to provide their own saving and credit facilities. They pool their savings and do their own lending. There were about 2500 or 3000 of these credit unions in the country at the last count.

The depression seems to have been responsible for the beginning of many of these consumer cooperatives. It seems the depression forces consumers to cast about for new ways of solving the problem of making a small and apparently inexhaustible income cover their necessities.

That's always been the story with cooperatives. A good many grew up in the West when the pioneer farmers found that they were getting into debt. They were receiving low prices for the produce they raised and paying high prices for the goods they had to buy for their farms and their families. You know, a farmer is a special kind of business man: he has to buy his producing materials at retail and sell his product at wholesale.

That seems a pretty back-side-before way of doing business. So the cooperative that helps him buy supplies at wholesale puts him back into line with the methods of business generally. This seems especially important when you realize that a farmer usually spends about a third of his income for business supplies. And also when you realize that even in a so-called prosperous year like 1929 the average farmer's income was only \$1240. So when a farmer can cut that expense it means a big difference in the way his family can live. That's why farmers are willing to cooperate on even the smallest beginnings. Sometimes a few of them start by getting together and ordering a carlot of fertilizer cooperatively. A good many farm cooperatives whose main job is to sell their members' products also buy for their members. For instance, the members of the Washington Egg and Poultry Association of Seattle bought more than 5 million dollars' worth of feed in 1934. Sometimes it happens that this incidental purchasing is so successful that the cooperative becomes more of a consumers' than a producers' cooperative and as such grows to a great business that handles and warehouses all the supplies needed by farm families at home as well as in production.

Once getting started on the story of cooperatives in farmers' lives makes it hard to stop. So we are getting to the end of our time without being able to make a beginning of the story of the other kinds of cooperatives -- the kinds that city consumers have organized. Next week we'll go into that part of this fascinating picture of Consumers' Cooperatives.

* * * *

ANNOUNCEMENT: That is the end of this week's consumer report from the United States Department of Agriculture. Each _____ at _____ Station _____ broadcasts this official consumer report from the United States Department of Agriculture.



CONSUMER FACTS

Monday, February 24, 1936.

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes.

ANNOUNCEMENT: Here it is Consumer Time again. Every _____ at _____
Station _____ broadcasts Consumer Facts, the official report to
consumers from the United States Department of Agriculture.

---ooOoo---

Today's report goes on with last week's story of Consumer Cooperatives. You remember our correspondent first of all told us just exactly what a consumer cooperative is: 'a group of people organized to supply themselves with goods and services.' The members of the group put up the necessary capital and the organization is run according to a set of principles which first took form in the founding of the Rochdale cooperative in England ninety years ago.

One principle that distinguishes consumer cooperatives from regular businesses is that a bigger investment does not give one member more control of the management than any other. Each member of a cooperative has one vote, regardless of how much money he puts into the enterprise.

Another principle is that the purpose and the effect of the consumer's cooperative is to reduce the cost to the user of goods and services. While the people who invest the capital get a fixed rate of interest for the use of their money, the profit does not go to the members as shareholders, but goes in the form of 'patronage dividends' to members who have bought goods through the cooperative -- and it goes to them in exact proportion to their purchases. Then again, men and women have equal rights as members: there are regular and frequent meetings when members can discuss the association's business, and also the account books of cooperatives are open to all members and are audited and checked at definite intervals.

These are the principles on which was based the movement that now does such a tremendous proportion of the business of many countries and has raised the standard of living of millions of people.

Here in America, as we told you last week, we have between 7 and 10 thousand consumers' cooperatives, about 1500 of them operating stores, not counting farmers' purchasing cooperatives which help a farmer to buy the materials for conducting his business at more nearly the same rate at which he sells the product. Besides that there are 600 to 800 oil buying associations, mostly among farmers, and about 900 groups of people who provide themselves housing, restaurant, bakery, milk supply, insurance, telephone service, medical care, and so on. Then come the 2500 to 3000 credit unions, which are groups of consumers who pool their savings and provide their own facilities for borrowing and saving.

Last week we talked a good deal about the farmers' purchasing cooperatives which have for a long time in this country meant to many rural people the difference between a reasonable standard of living and a life without the bare possibility of comfort.

This week our correspondent in Washington goes on with other sides of the cooperative story.

Different kinds of cooperatives get their start in dozens of different ways. One cooperative company in Illinois, for instance, grew out of the protest of a few women against an increase in the price of milk. They decided to buy milk directly from the farmers and distribute it among themselves at the old price. After a few months, they found that they had a profit on hand, and decided to bring others into their group and organize a cooperative store.

Usually cooperatives, according to our report, have been organized by people with very low incomes who had to make their money go farther than it would in the regular way. People better off don't care so much for the idea in this country, because it doesn't seem worth the trouble.

One exception to that rule is the group of white collar and professional people in New York with eleven cooperative cafeterias, a bake shop, an apartment house, and a surplus of \$100,000 according to our report.

Our correspondent says that the newest branch of the cooperative family is the gas and oil co-op. They've sprung up like the proverbial mushroom in the last ten years, because gas and oil have become necessities and the chance for saving in that field is proportionately high. In fact, the greatest number of cooperatives formed in recent years, and the greatest cooperative savings, have been in the field of gasoline and oil distribution. According to our report, in one middle western state in 1934 there was only one company selling more gasoline and oil than the wholesale cooperative of that region.

One reason the cooperative can save money for its members, our report explains, is because it has a ready-made market and doesn't have to use expensive methods to get business. Its job is to supply what the member consumers want, so it doesn't have to use high pressure salesmanship to make the consumers want the things it has to sell. It doesn't have to use any unnecessary frills in packaging or displaying or advertising. And an established practice is to sell strictly for cash.

A very important principle of cooperation is to try to cut down costs of distribution by bringing goods as directly as possible from the producers to themselves, the ultimate consumers. Proper cooperatives never bargain for

low prices based on insufficient returns to the original producers or bad labor conditions. Their aim is to cut unnecessary costs of distribution while taking all possible precautions to see that the producer and the worker get their full share.

And as far as quality goes, our report points out that it is to the cooperative's interest to get the best possible quality, because it has only itself to hurt if it tries to pass off anything else. Most cooperatives work very hard on this point. They usually handle brands of tested quality, or contract for good merchandise to be packed under their own special labels.

It's difficult for our correspondent to make generalizations about how much can be saved by a consumer cooperative for its members. Just as in any business, a lot depends on its management. Some have higher costs of doing business than others, so they can't pass out as much in patronage dividends. Most of them use part of their earnings for reserve funds to carry the cooperative when times are bad. A few use some of the rest of their savings for new services. One milk cooperative, for instance, carried on a nutrition clinic to care for the undernourished children of its customers and furnished thousands of quarts of milk free to families which could not afford to buy the necessary amount. And some cooperatives enlarge their services by using their earnings to provide hospital service or insurance for members. That's actually just using the dividends to extend the cooperative service. Instead of raising money for a separate insurance cooperative, the original capital or operating expenses may be supplied out of savings from other forms of cooperation.

An entirely different form of cooperative, our correspondent goes on to describe, is the self-help society in which unemployed workers exchange their services and skills among themselves or barter their labor for food or other products from people outside the groups. About a year ago, the figures showed that 175 of these self-help cooperatives were operating with the help of Federal funds, and probably about the same number were getting along without any help from the Government.

In case any of us might get the idea of starting a consumers' co-operative, our correspondent emphasizes the most important first step. That is to get all the information possible on which to face the possibilities realistically. Apparently cooperative experts are inclined to be very solemn with prospective cooperators about the pitfalls and the dangers that beset the path of a beginner. The only chance you have to escape those hazards is to know exactly what they are.

The Government publishes literature to serve consumers who are thinking of starting cooperatives. The Farm Credit Administration has help for those of you who want to start credit unions, and for farmers who want to organize into cooperatives. Then consumers who want to know the principles of regular consumers' cooperatives, can write to the Bureau of Labor Statistics of the Department of Labor and ask for information. Also the same Bureau has publications on cooperative housing ventures and on gasoline and oil cooperatives. Then in case you want to look over the whole field of information for consumers, there's a list of the literature that these agencies and others supply about consumer cooperatives. That list is published by the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C. Just ask for a bibliography called "Sources of Information Regarding Cooperatives."

Don't forget. The Farm Credit Administration has help for those who are thinking of starting credit unions, and for farmers who want to organize into cooperatives. Then the Bureau of Labor Statistics for regular consumer cooperative information, including housing and gas and oil cooperatives. And to know the publications in the field write to Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C., and ask for the list called "Sources of Information Regarding Cooperatives."

ANNOUNCEMENT: That's all of our consumer report for today. Each _____ at _____ Station _____ broadcasts this official report to consumers in cooperation with the United States Department of Agriculture.

FEB 23 1936
U. S. Department of Agriculture

1
3
cf
CONSUMER FACTS

Monday, March 2, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumer time is on the air. Each _____ at _____

Station _____ broadcasts Consumer Facts, the official report to consumers from the United States Department of Agriculture.

--ooOoo--

Today's report takes up the subject of 'Prunes to Prune the Budget'.

Our consumer's correspondent in Washington admits that prunes may be an unpopular subject to those people who are not exactly voluntary prune consumers, but reminds us that whenever our pity for these unfortunates gets us down we can comfort ourselves with the thought of the great food value these involuntary prune consumers are getting. For prunes are good for us whether we like them or not, and in these months when fruit makes a big dent in the food budget, that means a lot to a good many of us. Our report quotes the nutrition specialists in the Bureau of Home Economics as saying that the prune's high sugar content provides quick energy, and that its iron helps make good red blood, and that the prune has other body-building minerals too. Besides that, prunes rate as an 'excellent' source of Vitamin A, the vitamin that helps in warding off the kind of infections that are particularly prevalent this time of year. Then there's Vitamin G, ready to do its part in keeping up general health. And also the 'appetite vitamin', Vitamin B.

All those recommendations ought to make even the youngest consumers more willing. But as a matter of fact, I don't think home-makers usually have much trouble in persuading their customers to tackle a bowl of big puffy prunes,

especially if they've been cooked with a tantalizing tang of lemon peel.

Prune whip is another dish that makes prune consumers of us all.

Speaking of prune whip, we've got news about how prune whip is likely to be easier to make in the future. That's on account of a new product called 'prune granules', for making quick and simple desserts. But that's getting ahead of our story. The reason for all these new prune products is the Triple-A 'diversion program'. And the reason for that program goes way back into prune growing history.

You know, this business of providing prunes for the public has its hazards and pitfalls for the prune grower, at least in an economic way. The dangers come both in the orchard and in the market.

The first difficulty is the length of time it takes to get started. You have to take care of prune trees for 13 years before they reach full production. The first six years they don't give you any return at all for your work and money. And even after the trees get to bearing, it takes about 85 trees to bear a ton of dried prunes a year. Then you begin to face each year's weather hazard. That begins in the early spring, when a late freeze may spoil the crop before it's really started. Then if the sun's too hot as the season goes along, the prunes may get sunburn. But the worst danger is insect damage, and from rainy weather when the fruit is in the drying trays. Of course you can get around that if you want to invest in dehydrators which do the job in a day, rain or shine. The northwestern prune growers have to. But in California probably more than half the crop still takes its chances with the sun.

And when all that danger is safely passed, then come the market hazards. One market hazard is connected with the weather: the size of the crop, which has always fluctuated way up and way down unpredictably. But that's not the

only unpredictable element. Volume of export has been getting even more uncertain in the last years. It depends on international relations, quotas, tariffs, and foreign consumers' purchasing power.

Those are just the regular hazards of marketing. But there's another one. Most growers who depend on prunes for their main income for the year can't afford to hold their crop until the right price comes around. They must dump the whole crop on the market just at the time when it is overloaded, and the result is they may not get enough for the prunes to pay them for their work.

You can gather what a hazard the whole business of marketing means when I read our correspondent's statement that the income prune growers have been getting for the 400 million pounds or so of prunes they've been producing in the last few years has varied from the all-time high of 22 million dollars to as low as 9 million dollars.

Before the war, prune growers used to get 5-1/2 cents a pound for the dried fruit. That was enough to keep them in business then, because the things they had to buy were cheap enough so that they could manage. But since the war it's been a different story. For fifteen years they've not been able to get a per-pound price that would buy as much as that pre-war 5-1/2 cents did. Even in 1929 when they got over 7 cents a pound for their prunes, it wasn't enough to keep up with the price of the goods they had to buy. And you can imagine what happened the next year when their price dropped to an average of about 2-1/2 cents a pound.

According to our story, the prune growers have been trying for a long time to work together under various plans to overcome these ups and downs in price. Their last attempt at a voluntary program was in 1932 when they raised their price from a low of 1-1/2 cents a pound to an average of 3 cents. But because not all the growers were working together on this program, the leaders

of the industry, representing over four-fifths of the growers, came to the AAA and asked for a program to give their market some stability.

The AAA agreement that was then drawn up in 1934 provided for 28 per cent of the standard prunes to go into a reserve pool which could only be sold after the balance of the crop had gone to market. Besides that, all sub-standard prunes go to a Control Board that finds outlets for the prunes as by-products.

Maybe we'd better stop here and draw the line between standard and substandard prunes. According to our report, standards are the kind consumers usually buy. They're both edible and handsome. Substandards can't meet the beauty requirements of standards -- they're not shapely enough, or have been injured. If they're actually inedible, they go into the lowest substandard class -- the culls -- and then they're usually used to make alcohol or for feed for animals.

And now for the results of the Triple-A marketing agreement: The program maintained the price at the relatively high level growers had secured the year before. This happened because all the supply either went to market or remained with the Control Board. And the Board sold 12 thousand tons of standard prunes to the Federal Surplus Relief Corporation to distribute to needy families. The other 31 thousand tons of standards they fed out gradually through the regular trade channels so as not to disturb the price. And the net result was that in 1934, as near as we can figure it, consumers ate 130 thousand tons of prunes, compared with an average of about 100 thousand tons in the years 1925 to 1929. One hundred thirty thousand tons makes 260 million pounds -- a good many prunes to eat in one year.

Now we come to the substandard prunes: They had about 10 thousand/ of them left on their hands at the time of the 1935 harvest, and they were a problem when that harvest of 280 thousand tons came along. The job was to find a way of disposing of them that would not depress the market for standard prunes. So that's how the plan came about of organizing the Pacific Prune Products Corporation to buy them and other substandard prunes and sell them to firms interested in promoting new types of prune products.

The funds for this program come from a special appropriation equal to 30 per cent of all duties on imports, which the last Congress authorized the Secretary of Agriculture to spend for the removal of price-depressing farm surpluses. The plan behind diversion is to guarantee that only high grade prunes go to consumers in ordinary forms and to stimulate consumer demand for prunes in those and other forms, and so expand the market for bigger crops of prunes in this country.

That brings us round to our 'prune granules'. They're very dry, yellow pieces of prune pulp, about the size of rice and something like popcorn in shape. You soak them a few minutes in water and they're all ready to go into any recipe that strikes your fancy. Another new product may be called 'prune nuts'. It's a delicacy discovered by the researchers at the University of California. It tastes like prunes and looks like grapenuts and apparently the idea is to serve it for breakfast with milk and cream just as you do grapenuts.

Another help is a new lining for cans that makes it possible to can special prune desserts such as prune in wine. Up to now, prune juice had to be packed in glass jars which made it more expensive and the new cans will help to make prune juice more popular. Other ideas they're talking about are 'prune butter' such as they serve in Germany, and even 'Slivovitz' which is a sort of prune brandy they make in Jugoslavia. I understand our American manufacturers are experimenting with liqueurs made from prunes. That's all we have time to tell you today about prunes, as our time's just about up.

--ooOoo--

CLOSING ANNOUNCEMENT: So much for Consumer Facts, our weekly report to consumers which Station _____ brings you each _____ at _____ in cooperation with the United States Department of Agriculture.



9
3
cf
CONSUMER FACTS

Monday, March 9, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, here we are again with Consumer Facts, the weekly service to consumers from Washington. Each _____ Station _____ broadcasts this official report in cooperation with the United States Department of Agriculture.

--oOo--

Today those consumers who've been keeping up with the continued story of cheese may prepare to hear the next instalment -- Chapter Four.

You'll remember we started this business of looking for new cheese experiences by learning that all cheese is classified into three categories -- soft, semi-soft, and hard. We started with the soft cheese that's eaten fresh -- cream cheese, Neufchatel, and cottage cheese. Then came the ripened soft cheeses -- Camembert and Brie, and Limburger and Liederkranz.

That brought us up to the semi-hard group, where our Washington correspondent went technical on us again and separated the semi-hard cheeses into two types according to the way they're ripened. The bacteria-ripened ones were 'Brick' and Munster. Today we're going to learn about the ones ripened by mold -- Roquefort, Gorgonzola and Stilton.

I expect the first question most of us would want to ask is, 'What makes Roquefort cheese so definitely Roquefort?'

The answer of the experts in the Bureau of Dairy Industry in the Department of Agriculture is that it's probably the marbling of green mold that makes consumers recognize a piece of Roquefort cheese. That green or blue-green veining is technically known as 'Penicillium Roqueforti', but Roquefort is not the only cheese that has it. All three of the cheeses we're due to talk about today have it -- Roquefort, Gorgonzola, and Stilton.

That 'penicillium Roqueforti' is what gives the Roquefort taste to all three mold-ripened cheese but it comes to its most typical form in Roquefort.

Any cheese, according to the experts, is the product of its environment. That is, atmospheric conditions play a tremendous part in the kind of cheese it turns out to be. Roquefort especially seems to be what it is today because of the special atmosphere in which it is ripened. It seems the factories that make the real French Roquefort send it to the town of Roquefort in Southern France where it's ripened in the caves that gave the business a natural start. Originally these caves were made by nature way back inside a cliff where there was a deep narrow crack leading up to the land above. The air as it came down through this crack passed over wet dripping rocks all the way. This cold damp current of air was continuous and kept the temperature of the caves about 45 degrees with exactly the right humidity to ripen the cheeses without shrinking them too much.

Of course the business grew bigger than the natural caves could hold. So they dug big cellars, some of them 5 or 6 floors deep, and connected them with the original caves by tunnels so that this same current of air reaches the cellars and ripens all the cheese as well. This ripening business takes from 4 to 6 months.

Of course with our modern methods of refrigeration and controlled humidity we can imitate nature and get the same results. But in the case of Roquefort cheese there's still another difficulty; the original is made of sheep's milk. That makes it hard to duplicate, for the supply of sheep's milk is rather limited. Even in France, on that account, they tried substituting cow's milk and goat's milk. But the quality of the product didn't come up to the original, and the French courts ruled that only sheep's milk cheese was entitled to the name Rôquefort in France.

Here in America, though, the Department of Agriculture developed a method of making a very good Roquefort out of cow's milk. At least, it's perfectly satisfactory for people who want the obvious general flavor of Roquefort and use it mixed with other foods.

Speaking of the obvious taste characteristics of Roquefort, even the experts haven't found any better description than a 'strong cheesey odor and taste'. But they say, too, it has a 'peppery or burning' quality, and that's the combination that sets the cheese apart. And I think you could add that part of the characteristic taste is the saltiness. And apparently that saltiness is a natural result of the fact that they use enough salt in making Roquefort to get a finished product that's about 4 per cent salt, or a little more.

Speaking of the constituents of cheese, our correspondent tells us Roquefort compares fairly closely to American cheddar, our regular American 'store cheese'. Roquefort is a little over one fifth protein and one third fat. American cheddar is a bit more in both cases -- about one quarter protein and a little over one third fat, while the water content of Roquefort is somewhat higher. That seems to indicate that Roquefort is a little less concentrated than American cheddar, which all goes to prove again that you can't judge concentration of food value by concentration of flavor.



And now about selecting a good piece of Roquefort. The cheese comes in a size about 7-1/4 inches in diameter and 3-1/4 inches thick, but I guess most of us get these tinfoil wrapped pie-shaped sections of that cheese. In any case, it's scraped and wrapped in tinfoil before it goes to market and kept in a refrigerator all the time, so there's no definite rind on Roquefort. If you do happen to be able to see the inside of the cheese before you buy it, you should see open spaces lined with green mold. The texture is firm, but it is brittle or crumbly rather than tough or waxy.

The wise consumer, of course, will follow the example of the shop where you buy the cheese, and keep it in a refrigerator. The experts say you should keep it well wrapped and covered and in a cool place if you want it to keep well.

That brings us round to Gorgonzola. Gorgonzola is manufactured all over Italy and sent to cool valleys in the Alps for ripening. It's made of whole cow's milk, and uses a different method of manufacture from that of Roquefort.

I guess most regular Gorgonzola eaters have noticed that sometimes it's as good as Roquefort and sometimes it's quite different and not so good. And that's true: Gorgonzola does vary a lot. Sometimes the texture is crumbly and the mold is well distributed just as it is in Roquefort and sometimes it's waxy instead. The crumbly texture seems to go with the good Roquefort flavor and the waxy texture with an entirely different flavor. So the upshot of it is that Gorgonzola at its best is nearly equal to Roquefort but it's not all that good.

We import a good deal of Gorgonzola for our Italian trade, but not nearly as much as of Roquefort. In England it's the other way around. It seems a little strange that England would need either one, because it has its own

Stilton cheese, which is a sister to Gorgonzola and Roquefort. Stilton is like them in flavor and also in the fact that the green Roquefort mold plays a big part in ripening it. Another way it's like Gorgonzola is the unevenness of its quality. At its best, the experts say, it's very attractive in texture and flavor but a good deal of it is not as good as that.

We don't make any Stilton in this country. It's quite a tricky cheese to make. The English seem to have taken advantage of the natural humidity of their climate which our dairy sections haven't got. In order to make these conditions artificially we'd have to learn the fundamental principles behind the process and apparently nobody in this country has done that. I understand they make Stilton at least on a small scale in Canada. But I gather that our cheese makers in this country feel that if they're going to go in for any green mold cheese, Roquefort made with cow's milk answers the purpose best.

That brings us up to the category of 'hard cheeses' which include some of our most familiar standbys. Our correspondent saves those for the next chapter of the cheese story, and takes time today to answer a question that came in in response to last week's discussion of prunes.

This consumer asks how to select prunes on the market. Our correspondent's answer is, first of all, to look on the label, as in buying other things. If you see the words 'water added' that means the prunes are good for eating raw, but if you're going to cook them anyway it's cheaper to buy the dry fruit. The smaller the prunes the cheaper price per pound, but remember that small prunes have more seed in proportion to pulp so you may not actually be saving money by buying small prunes at a low price per pound. This is how the sizes go: If you see 40/50 on the end of a box that means

a pound contains from 40 to 50 prunes. The smaller the number, the larger the prune, you see. "Large" means that 40 or less weigh a pound; "medium" takes in up to 60 to the pound; "small" means no more than 90 to the pound; and "very small" means just what it says. Another thing -- Oregon prunes usually cost less than the same size of Californias, but if you like them very sweet you'll either have to add sugar to the Oregons or buy Californias.

--ooOoo--

CLOSING ANNOUNCEMENT: That's all of our Consumer Facts for today. Each _____ at this time we bring you this official consumer report in cooperation with the United States Department of Agriculture.

#####

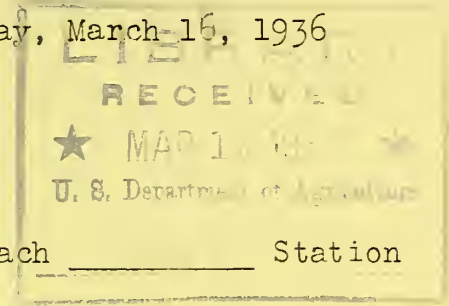


CONSUMER FACTS

Monday, March 16, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes



ANNOUNCEMENT: Consumers, this is your official time. Each _____ Station

_____ brings you Consumer Facts, the weekly service from Washington to consumers. We bring you this report each week at this time in cooperation with the United States Department of Agriculture.

--ooOoo--

Today our Washington correspondent has been particularly helpful in a timely way with some pointers on recognizing and avoiding waste in fruits and vegetables. It's to the advantage of the consumer to keep posted because while some kinds of defects cut into the value of the food, there are other blemishes that just reduce the price.

Last year, the Department of Agriculture wanted to get some accurate idea of these losses, so they made a survey in Knoxville, Tennessee. Investigators kept track of all the produce that arrived in Knoxville, checked on where it went, how long it stayed in the hands of wholesalers, jobbers and grocers, and watched what happened to it from the time it arrived until it was eaten.

Every day these Government men examined the spoiled stuff to see what the trouble was, and some of the wholesalers and distributors kept records too. In other places the people doing the survey counted the losses when the produce was being received or when they were sorting out the bad pieces. That part of the survey showed the waste before the consumer got hold of the produce. The results were interesting because they showed proper care would have avoided nearly all the waste, since less waste was reported on the highly perishable foods than on the kinds like cabbage and onions that store very well.

According to the Government experts', the little organisms that do the damage to fruits and vegetables are lying in wait for them from the time they leave the field till they get to the table. Different kinds of organisms attack at different points of the journey. And careless handling just lays the food open to these infections.

To get the end of the story of the life of the fruits and vegetables that went to Knoxville, these Government workers had the help of Knoxville housewives. The women kept records of their purchases and of their losses. They were given two charts -- one with descriptions of the diseases that damage fruits and vegetables, and another to hang in the kitchen for recording the spoilage they discovered. With the help of the Government experts they diagnosed the trouble every time they had any waste. When the experts had all the records they knew just what percentage of the total amount bought of each fruit and vegetable went to waste and what caused the waste.

The biggest percentage of waste went with strawberries. The figures showed that an average of one out of each six strawberries went bad. That's not such a surprise because we all expect a certain amount of waste with perishable berries, but the second-highest waster is an unexpected item: sweet potatoes. One pound of sweet potatoes in every eight pounds spoiled in the pantry. Next came lettuce, along with onions and oranges -- all three of them showed the same amount of waste -- one tenth. Then came Irish potatoes -- one in every 12 going bad. Then celery, tomatoes, and peppers in the same class, with one in every fourteen wasted. Grapefruit was next, with tangerines after, and lemons and apples following close behind. Bananas and beans showed less waste still -- about one in 33 lost from spoilage. Only about one in every hundred pods of peas failed to make the grade to the table, and when you get down to canteloupes and egg-plant there was very little waste -- only one in 200

spoiled. Carrots scored highest of all for keeping quality. To judge by this test you can count on losing only one carrot in 5,000.

Now starting with the biggest wasters, our correspondent gives us the benefit of what these Knoxville women learned about each fruit and vegetable to help her tell the difference between potential waste and mere surface defects that cut the price but not the value.

As to berries, our report admits they're all mighty perishable. The same rules apply in each case -- to strawberries, huckleberries, blueberries and so on. The overripe ones will look dull and soft. If you see stains on the boxes you want to look out for leaky berries which mean waste. Also watch out for mold on berries. And the experts advise pouring out the box in the hands to be sure the berries on top don't give a false impression. But you all know that one.

Now as to the unexpectedly high sweet-potato waste -- it's apparently due to the fact that even a small spot of decay flavors a sweet potato all the way through. You can't just cut out the spot as you can with an Irish potato. If you see a damp spot that may mean freezing or it may mean contact with spoiled potatoes in the same package. But on the other hand those small dark clay-colored spots that you often see on sweet potatoes don't do them any harm. They're examples of the skin-deep kind of defects.

The lettuce troubles in Knoxville, according to the housewives' diagnoses, were mainly due to what they call 'loss of moisture' and 'tip burn'. If your lettuce is sprightly when you buy it I reckon you can avoid loss of moisture by keeping it covered in the refrigerator in a way that keeps the moisture in. As for 'tip burn', it shows in brown areas on the edge of the lettuce leaves which usually indicate that there are more spots inside the head. Don't confuse that with the harmless reddish color the lettuce takes on where it's cut or

bruised -- that's not a sign of decay but just a natural change in the juice of the lettuce. Bruised, ragged or wilted leaves can be cut away and the inside part may still give you enough salad for your money.

As to onions, our correspondent makes a guess that maybe the people who let onions give them as high a percentage of waste as in lettuce don't realize that onions should be kept in a dry place. They don't need to be kept cold -- in fact, one of the common reasons for loss is freezing. As a matter of fact, onions can often be stored in the attic until you use up a fifty-pound bag of them. If the onions look damp in the store, don't buy them. Also if the neck of the onion looks coarse, or prominent or hollow, it may mean a woody core. But if the onion is merely 'stained' or 'sunburned' there is very little loss and they may be a good buy for the price.

When as many as one orange in ten goes bad, you can be pretty sure that 'blue rot' has something to do with it. The Knoxville study found one instance where 500 bushels of oranges out of a shipment of 600 were lost because of blue mold. The oranges were carelessly unloaded with a shovel, and the injuries made a foot-hold for the rot. And you know that even a small spot on an orange or grapefruit can ruin the taste of the whole fruit.

The thing to watch for is a soft spot. If it's watery, it may be blue mold, and that's the worst enemy of all citrus fruits.

Limes and lemons and tangerines and grapefruit are subject to the same diseases as oranges. Lemons suffer from disease called 'brown rot' too. It looks like a greasy scald spot at first and then turns brown and is covered by a cobwebby growth. And limes sometimes show the purple or brown spots that mean scald. They don't look so pretty but actually scald doesn't usually hurt anything but the price.

Potatoes showed the next highest waste in the Knoxville survey. According to the housewives who made the record, that was due to a long string of potato ailments: blackheart, hollow heart, freezing injury, tuber rots, and scab. Of course we all know what black heart and hollow heart are, but we can't see either of those troubles from the outside. That's a case where our correspondent's suggestion of buying in a large quantity and cutting open a sample or two would help. The same often goes for freezing injury, too. But you can find rots by looking for soft, moist or discolored places on the potato. Also, it's a good idea to look out for potatoes of irregular shape with knobs or deep growth cracks, which at best cause waste in preparation. And cuts and bruises of course are warning signs of possible infection on potatoes the same as on other creatures. But this item called 'scab' can go down on your list of damages that don't cause much waste; it makes rough corky elevations or pits on the surface which you can easily cut off when you peel the potatoes.

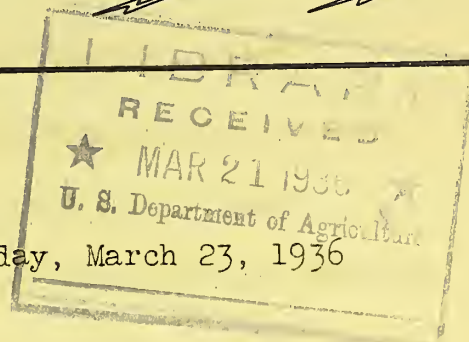
Then next came tomatoes and peppers and celery with a loss of 7 percent in the Knoxville survey. . . Tomatoes seem to be subject to rot when their skins are broken and you can see for yourself what the chances are if you look carefully before you buy. But there are two defects that spoil the sales appeal of tomatoes without hurting them. They're 'growth cracks' and a disfigurement called 'catface'. 'Catface' is a pucker at the blossom end. Growth cracks usually radiate from the stem end, or form concentric half moons around it. Either of these conditions may lower prices, and the same thing happens usually if the shape isn't perfect. As to peppers, we're advised to avoid soft watery spots, because they lead the way to rot. And watch too for any kind of discoloration. And in buying celery, we ought to check against 'blackheart' and 'foot-root' and possible insect enemies, by separating the stalks and looking inside.

We've covered tangerines, grapefruit and lemons, and since our time is up we'll skip the vegetables of which less than 1 in 25 go bad, especially carrots with a spoilage record of only one in 5,000.

--ooOoo--

CLOSING ANNOUNCEMENT: The Consumer Facts program comes to you at this same time each _____ through the cooperation of Station _____ with the United States Department of Agriculture.

#####



CONSUMER FACTS

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: And now for Consumer Time! Each _____ at this hour, Station _____ brings you Consumer Facts, the official weekly consumer news bulletin from Washington, which comes to you through cooperation with the Department of Agriculture.

--00000--

Today's bulletin brings a message from Don Montgomery, Consumers' Counsel of the Agricultural Adjustment Administration. His report points out how the consumer fits into the new national farm program picture.

"In the first place," he says, "the Congress, in enacting the new Soil Conservation Act recognized the fact that the interests of agriculture and the consuming public are not really antagonistic. They both depend in the long run on adequate consumption of farm products."

Mr. Montgomery also comments on the difference between the former AAA programs and the new soil conservation program.

"The situation in 1933 was desperate," he reminds us. "Something had to be done to raise farm prices. The prices of things the farmers had to buy were at the pre-war level, while the prices of the things farmers had to sell were 45 per cent below pre-war. And the supplies of farm products on hand were larger than could normally be consumed by the people in this country. Under the Agricultural Adjustment Act the aim was to raise farm prices by holding output to the needs of the home market. The goal was price parity."

We're quoting Don Montgomery, Consumers' Counsel of the Agricultural Adjustment Administration, and from now on we'll be quoting him right along.

"Now the situation has improved," he goes on; "and the Congress has refined the goal for agriculture in line with the new conditions. It is the expressed intention of the Act to enable farmers to achieve fair purchasing power in return for their work -- not through raising prices per unit of their products to a certain set standard -- but in raising their average net income to a point where it can buy a fair amount of the things they need.

"The income parity which the new Act sets up as an objective is not the same as price parity. I can explain it in this way. Farmers will have reached this income parity when the purchasing power of the income per person on farms stands in the same relation to the purchasing power of the income per person in the non-farm population that it had in 1909-14. The cost of living of city people is taken into account as well as the prices which farmers pay for the things they buy. And the number of people to be supported by farm income on one hand and by the non-farm income on the other, is also taken into consideration.

"The farm program of the last three years, with its goal of price parity, has already accomplished something in the direction of income parity. Economists in the Department of Agriculture figure that the 1935 per capita farm income had a purchasing power equal to 83 percent of the pre-war farm income. But compared with that, per capita non-farm income had a purchasing power of about 93 per cent of pre-war. Those two estimates put together show that farmers' 1935 income was 90 per cent of pre-war parity.

"Of course the farmer's prices do have a good deal to do with what he takes in during a season, but the price is not the only factor of a sale. There is the amount of it that is sold at the price. In other words, I can get \$10

either by selling two things at \$5 apiece or 10 things at \$1 apiece, or somewhere in between.

"And that is where the most definite protection for the consumer in the new farm bill comes in: it provides that in the course of achieving this purchasing power of farm income farmers will not let their level of production go below what is necessary for normal domestic consumption.

"To measure this 'normal' domestic consumption, they use the ten years of the 1920's as a yardstick. Those years are accepted as normal because they include a moderate depression, years of recovery, and years of so-called prosperity.

"Of course the domestic food supply consumed in the years 1920-29 would not be enough for the present increased population. To get our normal consumption figure for the present year we figure the consumption during 1920-29 on a per capita basis and multiply that by the number of people now in the country.

"Another important point is that the law doesn't insist that farmers produce the same amount of each particular food people ate in those years if consumers have been switching their preference from one kind of food to another. Food habits have been changing and I suppose such changes will continue. The farm program takes account of such changes. Consumers' food habits may undergo gradual changes but this does not reduce our total food requirements. And since our increase of population will make it necessary to increase the production of all foods, the job of allowing for the trends of consumption will be simply a matter of adjusting the rate of increase to fit the history of the particular food or class of foods.

"But there's one point I think all consumers want to have entirely clear. That is that the food consumption during these yardstick years is not set up as an ideal standard of consumption for this country. It is not the ultimate

goal which we should really set ourselves either in the interest of consumers or the interest of farmers. It is not enough. It is only what we did consume in the ten-year period which contained a pretty fair average of prosperity and ended with years which reached a level of production and consumption higher than we had ever reached before. But even in the best of those years there were many families who did not have too much to eat, who did not have enough to eat, and especially not enough of the right kind of foods.

"A good many people seem to feel that Americans do eat enough. They say that no family cuts down on food until they are actually destitute. But experts are drawing different conclusions these days, such as those in the book published by the Brookings Institution -- 'America's Capacity to Consume'.

"That study and others certainly seem to prove that the luxury of over-eating is a risk that is run by a very, very small proportion of all the population.

"The Brookings book studied the amount of money which families spend for food when their total income is at any one of the various levels from less than \$100 a year up to \$20,000. They find that according to the way families spend their money, those with less than \$1,000 a year spend an average of about \$360 a year for food; families getting \$2500 to \$3000 a year spend more than twice as much, or \$770 a year for food, while the well-to-do of course spend much larger amounts. It is clear that if income at the lower levels was increased, those families would spend much more money for food.

"The Brookings study estimated that if all families getting less than \$2500 --- and that means 7 out of 10 families in the country -- could have an income of \$2500 they would increase national food expenditures 20 per cent. For the families who received this larger income it would mean an increase of 40 per cent in the amount spent for food.

"Secretary of Agriculture Wallace not long ago gave us a preview of figures showing that if all these less fortunate families could buy a satisfactory diet, the demand for farm products would be greatly increased -- 20 to 40 per cent greater demand for fruits, vegetables, dairy products and eggs.

"But of course it is not the farmer's fault that Americans do not get enough to eat. There are undoubtedly many instances in which the farm family itself could use more food than it does. And if farmers produced now all the food that consumers actually need, farm income would drop to levels that would spell ruin to the farmer. The farmer can't be asked to pay in the form of ruinous farm prices for increasing our food supply to the level of fully adequate consumption before we are able to pay him for that greater quantity.

"So it looks as though the ultimate answer lies in getting enough income to consumers -- all consumers, including farm as well as city families. That is the road to the larger consumption which should certainly be the goal we set for ourselves. When we can have real prosperity in this country, reaching down to all income levels, that larger consumption is what we will want, and is what the farmer will want to produce for us, because we will then be able to pay him a living wage for producing that larger quantity."

--ooOoo--

CLOSING ANNOUNCEMENT: That's all of our message to consumers from Don Montgomery, Consumers' Counsel of the Agricultural Adjustment Administration, about the consumer's place in the new farm program. Each _____ we bring you Consumer Facts in cooperation with the United States Department of Agriculture.

#####

scf
CONSUMER FACTS

U. S. D.
Monday, March 30, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Consumers, here we are again with Consumer Facts, the weekly service to consumers from Washington. Each _____ Station _____ broadcasts this official report in cooperation with the United States Department of Agriculture.

--ooOoo--

Just to keep in tune with the season the experts in the Bureau of Home Economics have prepared us some mighty interesting facts about greens.

You know, there's nothing humble about the position of greens in the dietary prescribed by the nutrition experts these days. They don't have to be the fancy cultivated kinds such as lettuce or spinach either. Almost any of them, whether they grow wild or tame, are likely to be on the good books of the Bureau of Home Economics if they're thin green leaves. And that's not all: Probably largely because consumers are getting wise to these facts, these same wild greens are taking on a real commercial importance.

Dandelion greens are shipped to market from Texas all the way to Chicago. Turnip tops which used to be incidental to turnips are now a vegetable in their own right, and the new "seven top turnip" is custom-made for the market value of the tops alone. Until 1931 shipments of greens weren't important enough to get a classification by themselves on the records of carlot shipments of fruits and vegetables which the Bureau of Agricultural Economics publishes. Now you'll find them listed to the tune of 23 hundred carloads of greens that made up whole freight carlots in 1934.

Those figures don't even mention greens that went to market in carlots of mixed vegetables, and the ones that travelled in trucks or were picked by enterprising spring hucksters and sold in nearby neighborhoods, nor those that you picked and used from your own garden.

Spinach, of course, with all its publicity, is still a long way ahead of these other greens in popularity, but you'll be seeing more and more of the others on the market; mustard greens and dock, Swiss chard and water cress, dandelion, kale, collards, turnip and beet tops, "corn salad", and an old friend "poke salad". Even old-fashioned "pusley" -- technically named purlane -- and lambsquarters, and the other greens we call weeds, come in for their share of the new appreciation.

Naturally we can't mention green leaves without getting mixed up in minerals and vitamins which are so necessary to our lives. This magic of greenery has a great deal to do with vitamins. The greenness of vegetables makes an amazing difference in Vitamin A content. For instance, the scientists in the Bureau of Home Economics have discovered that the outside darker green leaves of lettuce are forty times as rich in Vitamin A as the inner white leaves. They're also more potent in Vitamin G, and all green leaf vegetables are excellent sources of Vitamin C. And remember you have to repeat on Vitamin C every day because you can't stock up on that one. Then there's the appetite and pep vitamin -- that's Vitamin B, and a mighty good one to have on these lazy Spring days.

Perhaps before we go any farther, we'd better let the experts of the Bureau of Home Economics tell us just what the functions of vitamins are. It's well to clear this up, because many of us hear so many commercial exaggerations that we begin to feel that all claims for vitamins are exaggerated.

To begin with, here's how our Washington experts classify the services we must get out of food: They put them into three classifications: First come building materials -- the food we use to grow and to repair tissues. Those materials are proteins, minerals and water. Second come what they call the body regulators: the foods that keep us healthy and in good running order. Minerals and vitamins and water come in this classification. The third classification supplies energy for activity -- every activity from tennis to heart-beats. Fats, sugars, and starches, of course, are the principals in that cast. So you see the exclusive function of the vitamin is in regulating and keeping the body in running order.

From what they've discovered, it seems that vitamins are not so much food materials themselves, but rather the stimulators that make it possible for the body to make use of other foods.

Dr. Munsell, Chief of the Nutrition Studies Division, in the Bureau of Home Economics makes the statement that, "Vitamins are made most conspicuous by their absence." That is, when you go short of them you begin to be conscious of what you're missing.

That's how the vitamins originally got their nicknames like "anti-scorbutic", or scurvy-preventing, Vitamin C. Of course, most of us don't go completely without any one vitamin, so we don't usually get such extreme consequences as scurvy. But a less serious lack of Vitamin C might send us to the dentist oftener than we'd have to go if we ate our full quota of such vitamin-rich foods as green leafy vegetables.

The experts suggest an explanation for Spring Fever in this way too. They say that in the wintertime we're most likely to shortchange ourselves on our greenery and so it's natural that come Spring we begin to feel these vitamin lacks. And that may be why we're all so prone to get that strange and

lackadaisical feeling this time of year that we call Spring Fever. At any rate, the scientific folks are willing to urge us to start right in and eat greens for spring fever.

Going back over the specific things greens give us, let's just check up: They offer not only an excellent supply of Vitamin A but also of Vitamin C -- the greener the leaf the more Vitamin A. They have vitamins B and C too, besides the double purpose minerals which are not only building materials but -- like vitamins -- body regulators, too.

According to the experts, we need a lot of minerals to make up the various elements of our personality; but it seems there are three of them that we're likely to go short on if we do our eating by the helter-skelter method. Those are calcium and phosphorus for bones and teeth, and iron for red blood.

Spinach and all the other greens line up in a rather limited list of iron-rich foods. Most vegetables and fruits supply phosphorus too, and some calcium, but of course we all know milk is the best place to go for your calcium.

In checking up on the reasons for eating greens, let's not forget such recommendations as flavor and taste. I believe the Home Economists put down color and variety on the list of reasons for eating greens, too.

As to taste, we hear a good deal from men about their rebellion against being forced to sit down day-after day to a diet of what they call "hay". But the way the Home Economists are cooking greens these days you could hardly find anything less hay-like -- greens fresh colored, tender, and flavorsome, with perhaps a slight dressing of bacon fat and lemon juice and bits of crisp bacon over the top. (You know, just talking about these greens, even if they are good for us, makes me mighty hungry.)

The Home Economics people tell us that if you want to keep the good green color as well as the food value you should just barely wilt the leaves in no more water than sticks to them after you've washed them. Oh yes, they do add that you should leave the cover off to keep this color, and just turn the leaves over occasionally until they've wilted; then they're done. Of course, by using soda you may keep the green color, too, but you are daring the wrath of all good scientific cooks when you do. You see, soda kills the vitamins B, C, and G, which you've gone to such lengths to provide.

Another popular way to cook greens is long boiling with salt pork the way they do it in the South. I admit it tastes mighty fine, but it's too bad to lose your vitamins B and C. Not only that, but if you cook your greens in a lot of water and then pour it off, you're quite likely to be pouring off your valuable minerals which are the other main food-value reasons for eating greens.

By the way, that recipe for "panned cabbage" we gave you a few weeks ago can be used with greens to fine advantage. Here's how:

You take your salt pork or bacon fat -- or you can even use ham -- and cut it up into bits and fry it crisp. Then you put your greens in and keep turning them over until they're sort of wilted in the hot fat. By that time they've taken on a nice seasoning.

Of course some of the tougher greens like kale may take more cooking, but some of them you can eat entirely raw, and the more of that, the better for you.

We've just time to pass on a few suggestions from the Department of Agriculture on selecting good values in greens for your money. Naturally the greens you're looking for are the crisp, young, fresh, tender, green greens. Be wary of those that are dirty, discolored, spotty, wilded, flabby, or yellow. And the kind that have obviously tough leaves and stems won't turn out to be very tender. Spots of slimy rot naturally mean decay. And those that are old enough to have seed steams have passed their best days of tender youth.

--ooOoo--

CLOSING ANNOUNCEMENT: That's all of our Consumer Facts for today. Each

_____ at this time we bring you this official consumer report in cooperation with the United States Department of Agriculture.

#####



CONSUMER FACTS

Monday, April 6, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: Here we are again with Consumer Facts, the weekly service to consumers from Washington. Each _____ Station _____ broadcasts this official report in cooperation with the United States Department of Agriculture.

--ooOco--

This week we present chapter five in our continued story of cheese. You will remember that in our last chapter on cheese we had just finished with the "semi-hard cheeses ripened by mold." Today, the Bureau of Dairy Industry in the Department of Agriculture has prepared for us, important facts about hard cheeses.

The hardness is the most prominent physical characteristic of the hard cheeses, and along with that, of course, goes a low water content -- usually between 30 and 40 percent. From the point of view of the trade, the most important thing about these hard cheeses is the fact that they don't spoil easily. They are the real staples among cheeses. They can be marketed at any point in a long period, and they can be handled in large lots, stored and routed from place to place, without the spoiling you'd get in the soft cheese. In fact, they tell us that the retailer often buys his hard cheese -- not by the cheese or by the box -- but by the ton.

Let's start with the smooth-textured varieties. Among these are Cheddar cheese, including our own American cheddar, and the group of Danish cheese; also the Edam and Gouda of Holland. Of course, Cheddar is just the same as our American "store cheese," and far the biggest proportion of the

cheese we eat is American cheddar. Now during Lent I expect a lot of you people are renewing your acquaintance with it, for cheese is the chef's standby in making meatless dishes.

You know, Cheddar has a lot of close relations that we don't always recognize when we meet them face to face, such as Pineapple which is made in the same way as Cheddar, but its pressed into a mold shaped like a pineapple. This cheese can be made from either whole milk or partly skimmed milk. Although Cheddar is usually made of whole milk there is a method of making it from partly skim milk.

Then there's a cheese called "Leyden" that originated in Holland but is now being made in Michigan and New York. It's a part skim-milk cheese spiced up pretty strong with caraway seed, and colored red.

Another one is "Sage" cheese which is regular cheddar flavored with garden sage.

Californians talk about a native son called "California Jack" cheese which is made by a method more like the old fashioned farm way of cheesemaking than the modern factory way of making Cheddar.

If you are one of those cheese consumers who like a strong and sharp flavored cheese you will find that the longer the ripening process the better it will suit your taste. Connoisseurs demand cheese two or three years old to make a cheese rabbit for instance, while some people prefer their cheese to be mild and young.

Some mighty good technical points to watch when you buy American Cheddar cheese are cleanliness and neatness. Too, the big cheese from which the market-man cuts your slice should be flat and even -- not bulgy or lopsided. Inside, the color of the cheese should be the same all the way through -- not too pale

or too bright, nor mottled or seamy looking. The texture should be good and solid. If you see any holes, you can be suspicious of the quality; -- and the best test of all, according to the experts in the Bureau of Dairy Industry, is to take a little of the cheese between the thumb and fingers. It should feel smooth and waxy and have no lumps, and it should rub down like cold butter. For your taste-test Cheddar should have a "pleasant, clean, mild aroma and the characteristic flavor similar to nuts."

Still more of the smooth-textured hard cheeses are those of the Danish group. They're not very familiar to us in America, since the Danes sell their cheese mostly to England and Germany. But here's an interesting thing about Danish cheese. Since Denmark has such a big market for butter, the cheese makers had to develop methods of making skim milk, and partly-skimmed milk, into cheese. And they did it so well that they make practically no whole milk cheese at all now.

Speaking of skim-milk cheese, it is interesting to know that in a recent League of Nations report on nutrition, it was stated that people in general tend to overlook the values of skim milk. Now that applies to skim-milk cheese, too. For you know that skim-milk has practically all the food values of whole milk -- the minerals, some vitamin content, the protein, and the only things you miss are the fat and the Vitamin A. In cheese this reduction of the fat content has its advantages. In the first place, you can eat more cheese and get more of the concentrated protein and mineral values, and you don't have to eat so much fat with it. That's one reason why Cottage cheese always gets such a high recommendation from nutrition experts. Of course, from the consumer's point of view it's a Godsend because of its cheapness. Naturally all skim-milk cheeses are cheaper than the same kind made with whole-milk. There's a mighty good point for all consumers to remember.

This is an excellent place to introduce Edam for it's seldom a whole milk cheese. Edam has one of those elusive tastes that are hard to describe but the technical people come close when they say the flavor should be "mild, clean and pleasantly saline". They explain further to say that the term "saline" isn't intended to mean salty, but rather just a touch of the briny. We in America have never done a commercially successful job of making these Dutch cheeses, but consumers are pretty well supplied by our rather large imports of Edam and Gouda.

One difference between Edam and Gouda is that the Gouda, instead of being pressed into small round molds, is made more in the shape of Cheddar --- but not so big. Another difference is that Gouda is always made from whole milk, whereas Edam is usually made of milk from which they've removed between a quarter and a third of the fat.

That's just about all of the hard cheeses without eyes that we see in America; and that brings us round to the headliner in the class of hard cheese with holes. Of course we all know that this one is Swiss -- otherwise known as Gruyere, Emmenthal, and Schweitzer.

Here is where we clear up an old mystery -- how do they make the holes in Swiss cheese? Well that's one of the most difficult parts of the whole process of Swiss cheese-making. You see, the holes result from a fermentation of organic salts such as lactates, by a specific type of organism. The cheese experts in the Department of Agriculture produce a pure culture of this organism which they send out to Swiss cheese-makers to help them develop eyes and flavor in their cheese. Once these eyes have started, just how far they go from there depends on the temperature and humidity of the air. For that reason they usually use two curing rooms for Swiss cheese, one to start the eyes and another with a lower temperature to check the development of the eyes.

To determine when the eyes have gone far enough -- and it takes an expert -- they tap the side of the cheese in a very special manner. The degree of hollowness is determined by the sound.

Our scientists tell us that the size of the holes in Swiss cheese should be about the size of a cherry -- or a nickel. The inside of the eye should have sort of a dull shine, if you see what I mean. If the cheese is full of pin holes, it's not a success -- it's called a "nizler", meaning "a cheese with a thousand eyes." If it doesn't develop eyes at all, it's called -- quite appropriately -- "blind".

Here is one reason that imported Swiss may taste a little better to you than domestic. You see, the Swiss are inclined to hold their cheese until it's thoroughly cured -- probably almost a year. Now in America if there is a ready market or if they haven't much storage room they're likely to ship it right out at the age of three months or so!

We have just one really well known hard cheese left and that's Parmesan. This one is nearly always imported and although there are many others of the same type made in Italy, Greece, and European Turkey we seldom see them on our markets except to meet certain local demands. Parmesan takes from one to three years to ripen properly and when it's ripe it's very dry. Usually made of skim-milk, it fits the needs of the warmer countries very nicely because it doesn't get greasy or oily in hot weather and doesn't spoil so easily. Nutritionally too it answers their purposes better since they don't need the high fat content a northern country does. We use it in this country mostly in cooking.

--ooOoo--

CLOSING ANNOUNCEMENT: That's all of our Consumer Facts for today. Each _____ at this time we bring you this official consumer report in cooperation with the United States Department of Agriculture.

RECEIVED
★ APR 13 1936
U. S. DEPARTMENT OF AGRICULTURE

3cf
CONSUMER FACTS

Monday, April 13, 1936.

(FOR BROADCAST USE ONLY)

Speaking Time: 10 Minutes

ANNOUNCER: Time for Consumer Facts! We bring you this weekly consumer service from Washington each _____ at _____ in cooperation with the United States Department of Agriculture.

Today our Washington correspondent on consumer problems sends us a lesson in mathematics for housekeepers who are operating on a slim meat budget. According to our correspondent, it's possible to let mathematics help us get the biggest possible quantity of lean meat for a given amount of money.

But before we give you this formula for estimating the amount of lean meat per pound in each of the different cuts of beef, let's make sure there's no misunderstanding of what you've got when you get through estimating.

In the first place, our correspondent makes it clear that this means no reflections on fat meat. In fact, the meat experts state that a moderate quantity of fat meat improves meat, though too much fat can be quite wasteful. As a meat consumer you've undoubtedly learned that the more marbling of fat you see in the cut you're planning to buy, the better your chances for getting a tender, well-flavored piece of meat. Besides that indication of quality the fat provides, the experts remind us that fat makes its own contribution to food value, though it's not the same contribution that lean meat makes.

And right here's a good opportunity to quote our correspondent on the

CONSUMER FACTS

April 13, 1936.

subject of the food value of lean meat.

Of course, the outstanding reason the nutritionists give us for eating lean meat (aside from the important fact that we just plain like its taste) is its high-grade protein, which we need to build and repair the tissues of our bodies. Besides that, lean meat gives us minerals which are very important. And we must not forget vitamins. If you've never thought of meat as a vitamin food, you'd be surprised at the Vitamins B and G it provides for the purpose of keeping us fit and helping us to make use of the rest of our building materials.

As to fat, the nutritionists say that its contribution is fuel. That is, of course, from the technical food-value point of view. But none of us are likely to overlook the fact that fat can do a mighty important job of making meat appetizing. As a matter of fact, the only reason we hear so much about food value is that we don't need to be told what to buy from the point of view of taste. It's the nutrition that we don't always keep in mind when we're planning and budgeting, and the result of that kind of buying and planning is sometimes an extra inroad on the part of the expenses listed under the heading "Medical Care". Especially if we can't afford to buy lavishly.

But getting back to the comparison of the fat-streaked meat and the lean meat. Even if this fat-streaked expensive kind of meat does have more flavor, the home economists tell us that there are ways of putting flavor into the cooking of the other cuts -- the ones we find by our figures to be cheaper because of the higher percentage of lean meat. Of course that's not the easiest way, and that's why the average consumer's taste runs to steaks and chops. But if your meat money is short it pays to use your skill and make the cheaper less-known cuts compete with the higher priced ones in flavor as well as food value.

CONSUMER FACTS

April 13, 1936.

And another assurance from the nutrition experts in the Bureau of Home Economics removes the last doubt that this is true economy. For they tell us that the lean meat in a fancy expensive cut of beef is not one speck more nutritious than the lean meat of a cheap cut. All lean meat is equally valuable nutritionally, according to the experts.

And now for the mathematics to help you find out which cuts of beef are actually most expensive from the point of view of the lean meat you get per pound.

Let me remind you right now that this kind of information calls for notebooks and pencils unless you're mathematical wizards.

The first cut of meat on which we can try our figures is round steak. Just write "round steak" down on your paper and beside it write the figure "81 percent". That 81 percent is the proportion of lean meat in round steak. Now to figure out just what this lean meat costs you at your market: Divide 81 percent into the price you pay per pound. Suppose you pay 33 cents a pound for round steak in your market. Divide 81 percent into 33 cents and you get something over 40 cents. That's the price you actually pay for a pound of lean round steak, if you're buying it at the price of 33 cents a pound in your market. If you're paying some other price, you divide 81 percent into whatever price you are paying.

Round steak has a high percentage of lean meat, but it is not the very highest on our chart. The highest percentage we've been given is for flank steak -- 87 percent lean meat. Just as another illustration for this method of figuring out how much you're paying for the lean meat in the different cuts of meat you buy, suppose you pay the same price -- 33 cents a pound for flank steak. Divide 87 percent into 33 cents and you get just under 38 cents a pound for the lean meat in flank steak.

Now I'm not going to burden you with the workings of this formula for

CONSUMER FACTS

April 13, 1936.

every cut of meat in the butcher's repertory, but I will pass along to you the percentage of lean meat in each one, just as I've got it from Washington. Remember, this only applies where the butcher cuts the meat according to the Chicago method of meat cutting, but that method is the most popular one so it ought to give most of us a rough idea of the relative percentages of lean meat in our beef cuts.

Now so far we've got round steak down on our list -- 81 percent lean meat. Flank steak 87 percent. Next we have 70 percent lean meat for both sirloin steak and chuck steak. Next comes rib roast. Rib roast is 64 percent lean meat. Porterhouse figures out at only 50 percent lean meat. Next we have plate beef -- 58 percent lean meat. Further down the list for percentage of lean meat is rump roast -- that is rump roast with the bone in it. Rump roast with bone is 53 percent lean meat -- just a little over half.

Now that all sounds pretty dry and mathematical, but when you start using the method on your own meat buying you may be surprised at what it does for your meat budget. It will show you some amazing things in the way of economy.

Just to give you a glimpse of the way the meats arrange themselves in the order of price per pound of lean meat, let me tell you the results our consumer correspondent in Washington got by dividing these percentages of lean meat into the prices one Washington store was quoting on the different cuts of beef.

As you may have expected, the most expensive lean meat of all was the lean meat on a cut of porterhouse steak. At the price this Washington shop was charging, the lean meat of porterhouse steak figured out at 65 cents a pound. Next came sirloin steak. The lean meat on sirloin steak as bought in this Washington store on that day came to an actual cost of 53 cents a pound.

Believe it or not, the next highest-priced lean meat was on rump roast bought with the bone in it. The lean meat turned out to cost 47 cents a pound,

though the butcher was only charging 25 cents a pound for the rump roast with bone as you bought it.

Cheaper than rump roast with bone, for lean meat, was rib roast. By dividing the 64 per cent lean meat into the price of 29 cents a pound which the butcher was charging, we got an actual cost of 45 cents a pound for the lean meat in rib roast.

After rib roast came flank steak. At the price the butcher was charging that day, the lean meat on flank steak came to a little less than 38 cents a pound. Chuck was still cheaper -- the lean meat of chuck costing 30 cents a pound. And cheapest of all was plate beef. Though it has a fairly low percentage of lean meat, its initial cost was so low that the lean meat of plate beef turned out to cost less than 26 cents a pound, the lowest price per pound of lean meat of any cut they figured.

Now just to be sure no one got tangled up in all those figures I gave you, I'm going to repeat again the list of percentages of lean meat in each of the different cuts of beef cut by the Chicago method. To figure out your own price per pound of lean meat according to the price you pay in your own store, just divide the percentage of lean meat into the price of the cut.

Here they are: Flank steak, 87 percent lean meat; Round steak, 81 percent lean; Sirloin steak, 70 percent lean; Chuck steak, 70 percent lean; Rib roast, 64 percent lean; Porterhouse steak, 60 percent lean; Plate beef, 58 percent lean; Rump roast with bone, 53 percent lean.

That's all of our Consumer Facts for today. Next week at this same time we bring you a batch of information on eggs -- and it's guaranteed to be a complete rest from mathematics. Our consumer correspondent suggests that if we have any hardboiled eggs left from Easter, to eat them up with a sense of perfect safety, and next week we'll tell you how you profited from the eating.

* * *

ANNOUNCEMENT: Each _____ at _____ Station _____ brings you Consumer Facts from Washington, in cooperation with the United States Department of Agriculture.

cf
CONSUMER FACTS

Monday, April 20, 1936.

(FOR BROADCAST USE ONLY)

Speaking Time: 10 Minutes.

ANNOUNCEMENT: Here we are at Consumer Facts time! Each _____ at _____
Station _____ brings you this weekly official consumer report from
Washington in cooperation with the United States Department of Agriculture.

-----oooOooo-----

Today our consumer correspondent in Washington comes through with the
promised batch of wisdom on eggs. Today we're going to give those of you who
ate up your Easter eggs the good news about what you acquired with those eggs.

In the first place, nutritionists rate eggs as the most valuable
natural food there is -- always excepting milk. They advise families with
even the smallest sums to spend for food to make sure that the baby gets some
egg yolk almost every day from the time he's just a few months old.

You noticed they say egg yolk. It sounds as though the white of the
egg was just the frame for the picture. And so it is, almost. They say it is
almost a pure watery solution of protein. Of course, that's a valuable food
element. But we can get it from meat and other foods. The point about the
yolk of the egg is that it adds to the diet a rich supply of food elements
that are not so easy to come by as protein. Of course it does give us protein
of a very fine quality. Also fat for fuel. But the items that make egg
yolk a really great food are its minerals and vitamins. It contains iron,
calcium and phosphorous -- and all are specially valuable because they happen
to be in a form that the body tissues can make use of quickly and easily.

Of the three minerals eggs provide, iron is the headliner. The red blood it makes is something nobody's above having. Then, of course, there are the vitamins, those stimulators that help our body make good use of the food materials it gets. Eggs are unusual, in that they provide the sunshine vitamin D, which very few foods seem to have naturally. You know of course that every child needs the help of vitamin D to fight rickets and that's how come the fashion of codliver oil in the wintertime. Eggs have the other codliver oil vitamin, too, -- Vitamin A. And also the factor that prevents pellagra is on hand.

Now just a minute ago we said eggs -- next to milk -- were the best natural food there is. But you can't let eggs take the place of any of that quart of milk a day for children, because there isn't enough calcium in the inside of the egg to supply a child's needs. Milk is the real calcium food for building bones and teeth, but the Vitamin D in the egg helps the body to make good use of it.

According to the experts, the vitamin values in an egg can vary, depending on the food the hen ate. It used to be the time of year that made all the difference because in the spring and summer the hens ate a lot of greenery and so their eggs were richer in Vitamin A. They got out in the sunshine more and so their eggs had more Vitamin D. But nowadays these improvements can be brought on by science without waiting for nature's seasonal help. The hens on the bigger, more up-to-date poultry farms are likely to get their daily ration of codliver oil in the wintertime the same as children do. The poultry raisers find that it pays to feed vitamin-rich food because the hens are so much more healthy and therefore better producers and better paying investments. And we share the benefits when we get vitamin-rich eggs.

But there's a moral in that. If the poultry men find it makes such a difference in the health of their hens to feed them extra vitamins, it looks as though our families deserve as much consideration as the poultrymen's hens. So that's a tip to family caterers to check up on the vitamins that give their customers better breaks in the matter of health.

Of course, there's no way to tell whether you're getting eggs that have more or less vitamin potency unless you buy direct from the farm where you can investigate the hen's habits yourself. But modern poultry/^{men} seem to be tending to put more and more of these vitamin-rich eggs on the market every year. And of course right now Nature is taking care of the matter so we don't need to worry.

It's good luck for consumers that the same time of year for high vitamin content in eggs is the time of year for low prices. But that's no coincidence of course. Because the weather influences the nutritional contents of the eggs and the supply of them at the same time, and naturally when eggs are plentiful the price goes down.

I hope you've noticed that egg prices have been going down. Though I'll have to admit that the drop in prices early in the spring that our economists promise us every year just didn't happen this year. Eggs were actually going up in price in February. That was because the weather has been acting up this year in a way that threw everything off schedule including egg production. Fewer eggs were laid per hundred hens on March 1 than on that date in any other year of the past ten. But right afterward eggs dropped enough in price to more than make up for the February increase. So April and May can be egg months for consumers after all.

But getting back to the problem of knowing just what you're getting when you buy eggs: The surest general rule if you want to know the quality of the egg you buy is to buy Government graded eggs. This Federal grading is not compulsory. Any dealer can voluntarily take advantage of the service of the Government experts' service whenever they are available if he pays for it. In case you're interested in whether the cost of this grading should add much to the price of the eggs you buy, here are the figures. The dealer can get 25 cases graded for \$1.50. Each of those 25 cases holds 30 dozen eggs, so the grading actually costs the merchant $1/5$ of a cent a dozen.

Here's how the Federal grades go: The top grade is "U. S. Special," but it's just a little too top for the usual commercial market. The highest grade we usually see is the next one -- "U. S. Extra" which is a perfectly good breakfast egg. The third grade is "U. S. Standard" which corresponds to Grade B by the New York system. In fact when you buy a carton of U. S. Standards under the seal authorized by the Department of Agriculture they must be marked "Retail Grade B" too. According to that the U. S. Extras would correspond to Grade A, U. S. Standards to Grade B, and the fourth grade -- "U. S. Trade" would be Grade C, and they'd be all right for cooking.

Here's a good place to insert an economy note, as to whether you get any less in the way of food value if you buy the less expensive eggs for cooking purposes. Our Washington consumer's correspondent answers that one this way. The standards of quality are based on factors usually found in newly laid eggs. But as long as the egg is eatable at all it is just as nutritious as it was when it was laid, as far as we know. But of course any home caterer knows that no food value is going to do her customers much good if she can't get them to eat it. And that's what usually happens when you eat a soft-boiled egg that

isn't so fresh as it once was. You rather lose your appetite for eggs. But there are places where the subtle flavor of an egg doesn't count -- in cakes and muffins and so on. The wise housewife can work out her own tricks for economy.

The theory of freshness depending on the actual age of the egg is getting to be an old-fashioned fallacy. It all depends on how the egg has been handled. One study reported by our Washington expert proved that eggs kept at a temperature of 100 degrees will deteriorate as much in three days as eggs kept at 33 degrees for 100 days. That means that three days of hot weather on the farm before an egg comes to town would make a so-called "fresh egg" as stale as an egg kept properly in storage for more than three months.

Unfortunately not all of our egg laws have been revised to keep up with this idea, so if we look over the statute books of the different states we find that a good many of them seem still to base their standards on the fact that the eggs had been produced locally and that they were not "cold storage!" I suppose that's a hangover from the days before refrigeration became so satisfactory as it is now.

That has been a long hard job, that business of making refrigeration of eggs really effective. Even after they had learned to make sure of the proper temperature, there still was the problem of avoiding the taste that seemed to go with storage eggs anyway. Then they found that this taste developed when the egg absorbed the odors of the packing materials. Now they have perfected new odorless kinds of packing and made a big improvement in the appetizing quality of storage eggs.

Another important thing was to check the evaporation which is the indication of the deterioration of the egg. Humidity keeps the evaporation down and so retards deterioration. One grocery company has gone so far as to use humidified trucks for picking up the eggs from the farm and for taking them from the warehouse to the corner grocery. That same grocery, by the way, sells Government-graded eggs and on the seal is the legend "Not to be sold after -- a certain date" which goes a little further in protecting the consumer from stale eggs. All Government graded eggs of course have to have the date of grading on them. That little stamp on the seal of the carton is a date that really means something.

* * * * *

ANNOUNCEMENT: That's all the Consumer Facts for today. Listen in next week for some tips on buying fabrics for your Spring sewing. Station _____ brings you this official consumer information from Washington each _____ at _____ in cooperation with the United States Department of Agriculture.

CONSUMER FACTS

Monday, April 27, 1936

(FOR BROADCAST USE ONLY)

Speaking Time: 10 minutes

ANNOUNCEMENT: And now for Consumer Facts! This consumer information comes to you direct from Washington, by cooperation of Station _____ with the United States Department of Agriculture.

--ooOoo--

In tune with the time of year, we give you today some special advice on choosing a fabric for Spring sewing, from Ruth O'Brien, Chief of the Division of Textiles and Clothing of the Bureau of Home Economics in the Department of Agriculture.

Miss O'Brien admits that this job becomes more confusing each year. "The great variety of new materials we must choose from these days does present new problems," Miss O'Brien says. "But," she goes on to console us, "that is the price of progress. We must admit on the other hand that fabrics are more attractive and more interesting every year."

Miss O'Brien's first suggestion may surprise some prospective fabric consumers. "I would suggest," she says, (and from now on we'll be quoting her) "that milady shopper sit down at home and do some thinking -- 'cerebration' is the word one of my college professors used. And I would have her think out exactly what qualities she wants in that fabric she expects to buy. You know we can really never hope to find material satisfactory to us unless we know what we want.

"The first question I'd ask myself would be, 'What do I want to use this material for?' Is it for a child's play suit which will have hard wear, constant scrubbing, and exposure to sunlight? Or is it meant for a few grown-up wearings on party occasions?

"If it's to be used for the play suit, then I want qualities such as durability and -- shall we say -- 'washability'. I want a material that will not shrink and will not fade. So when I get to the store, I will look for labels or ask the clerk about these particular qualities in the fabrics offered me. Of course, I would also look for something pretty and suitable in color and design for the child who is to wear it. But on the other hand I would be fortified against one of those buys that are made on impulse -- just because the color is nice or the design is what some folks describe as 'cute'. Those usually turn out to be the bad buys.

"Of course finding fabrics with these qualities is not always so easy. If you've decided on one of the standbys like gingham or chambray, or dotted Swiss, you know you're getting cotton, but even then you can't tell by looking at it whether or not it will shrink or fade. You have to depend on a label or on information the clerk can give you. Personally, I prefer a label because I know the clerk has no opportunity to test out every fabric she is selling. Or as far as color fastness is concerned I often take samples home and wash them to see whether or not they are fast to laundering.

"You see more labels about color fastness than about any other quality. Of course, some are rather vague and say just 'washable' or something like that. I like the ones that say 'vat dye' because I know that means the dyestuff which has been used is one of the best.

"There are not so many labels about shrinkage. This is unfortunate because of course you can't tell how much a fabric will shrink merely by looking at it. And even some of the labels that do mention this are not very clear. They may say 'pre-shrunk' which, taken at its face value, so to speak, merely means that the fabric has gone through some kind of a shrinking process. It may shrink some more. I like to see labels that tell me exactly whether or not I may expect it to shrink some more and, if so, how much more. Such a label as one I saw the other day reading 'Guaranteed not to shrink more than 2 percent'. And another that said, 'Will not shrink when ironed damp.' But often labels just give fancy names that don't say anything, don't even tell what fiber the material is made of.

"That of course is the big modern puzzle. And we really should know what fibers we are buying. That is one of the ways we know the qualities we are getting, and how we should care for the material. For instance, we know that the synthetics and silks must be washed more carefully than the linens and cottons. Most people have heard of cases of new dresses of these synthetics literally melting away at the touch of the first pressing iron that came their way. Those tragedies usually occur when the fabric is a cellulose acetate and the iron used is too hot for that material. Most of these fabrics are beautiful and very satisfactory but they must be ironed carefully. Many of them now carry labels warning that they must be ironed at a lower temperature than most fabrics. That is the kind of information that belongs on the label and I'm glad to say that it is showing up there more and more these days.

"And that reminds me -- I believe we women must make an effort to know something about the new fibers and new finishes as they appear on the market or we will soon find we can't even understand the language used in talking about textiles.

"In that case it would be very easy to mislead us. For instance, the other day I saw an advertisement describing the 'twelve points of superiority' of a batch of silk slips. Number 9 was 'made of luxurious pure silk crepe d'esprit -- weighted for longer wear'.

"Just the same, I don't think a consumer would find it hard to understand that weighting of metallic salts in silk to make it feel heavy is often responsible for splitting and cracking and wearing out from pressing.

"Getting back to this matter of identifying the fibers, the other day I heard a clerk talk about an 'acetate silk'. There is no such thing. That is a case where the clerk was mixed up. Suppose we make a little outline of the kinds of fibers we are likely to find now in dress goods.

"First, there are the cottons and the linens and the wools. They are easy. Then the silks. These may be labeled just 'silk' or 'pure dye silk' or 'weighted silk' or 'unweighted silk'. That last three terms refer to the metallic or other weighting materials which may be added to a silk to give it body without using so much silk fiber.

"Under a Trade Practice Agreement sponsored by the Federal Trade Commission, no silk containing more than 10 per cent (--- in the case of black, 15 per cent) of any substance other than silk can be labeled 'pure dye'. And if the word 'silk' is used in describing such material it must be labeled 'weighted silk'.

"In all those cases, the fiber is the one made by the little silk worm. Nowadays of course many of our fibers are made by human beings. They are the synthetics. It may be hard to believe, but in 1935 more than 250 million pounds of synthetic fiber were manufactured in the United States alone. So the synthetics are bound to figure in our choice this spring more than ever before on any counter.

"And I think it is a good thing. Formerly in the lower price ranges we had many silks so heavily weighted that they soon split. Synthetics will no doubt take the place of these and give much more service for the money.

"Most of our synthetics are known as rayons. They used to be called artificial silks but those words are out style now. On the other hand, some of our synthetics are made of substances the chemists call 'cellulose acetate.' These are not spoken ^{of} /as rayons. They are often called 'acetates' for short. Some firms have coined trade names for the cellulose acetate fiber they make. Most of these names sound something like 'acetate' or contain a syllable of that word.

"One of the very latest developments of the fine up-and-coming rayon industry is 'staple rayon,' sometimes called 'spun rayon,' which has not been on the market very long. It is made by cutting up the rayon filaments into short pieces and spinning them into a yarn. This makes it possible to give new effects to the fabrics. In some cases these fabrics look and feel somewhat like wool, and so they are spoken of as 'artificial wool' but I think wool still has some qualities very much its own that have not been duplicated by this newcomer. I don't believe many of us would mistake any of these synthetic fibers for wool unless they were mixed in very thoroughly with wool fibers and spun into one yarn.

4/27/36

"Speaking of mixed fibers, I was just looking through a book of new spring fabrics the other day and I saw all kinds of mixtures in that one small book. Some were rayons and acetates mixed together; spun rayon mixed with acetates; spun rayon mixed with wool; silk mixed with rayon; cotton mixed with rayon, etc. Here is where I look for a label telling what percentage of each is present. That is a good thing to look for when you are buying any mixed fabric. Because of course, it is the fiber that predominates that will dictate how the fabric must be cared for and how much should be paid for it.

"Of course the fiber is not the only concern of the potential yard-goods consumer. Even after you have picked out the fiber that suits your purpose, there are questions of weave, slippage of yarns, construction of the design, etc., which affect the usefulness and length of life of the clothes you make. These questions are well worth any consumer's study."

Unfortunately, that's all we have time for of Miss O'Brien's advice on buying fabrics for spring sewing.

--ooOoo--

CLOSING ANNOUNCEMENT: With this report we conclude the series of broadcasts from the Consumers' Counsel of the Agricultural Adjustment Administration. The Department of Agriculture asks us to express thanks to listeners for their interest in the series and to remind them that consumer information may always be obtained by writing to the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C.

#####

